



Samoa International Visitor Survey January – December 2019



January - December 2019 Respondents



Total number of e-mails sent: **49,457**

Conversion Rate of **17%**



Total number of responses: **8,475**

5% of all
visitors
during the
period *



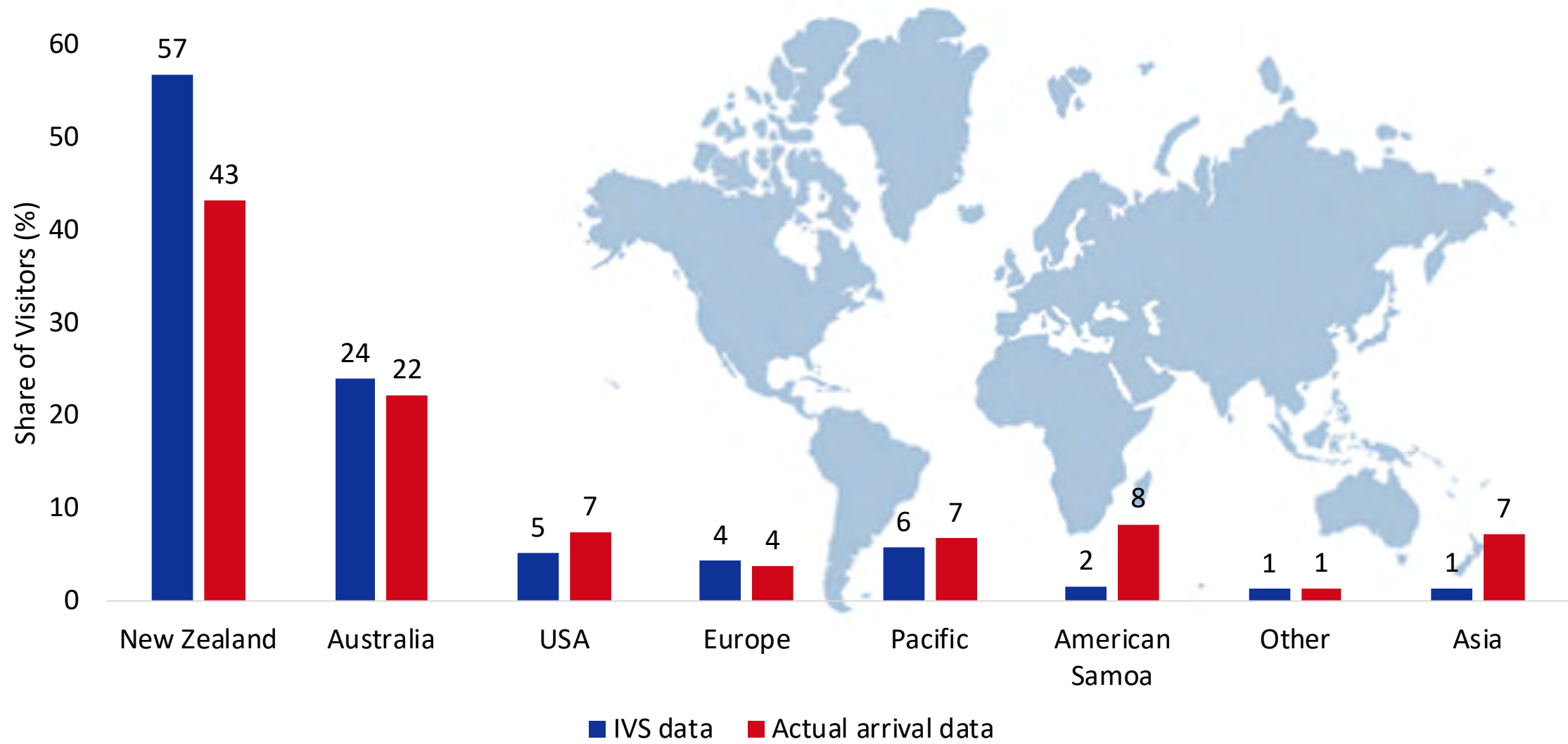
Expenditure Responses cover a total of
13,794 adults and **2,757 children**

9% of all
visitors
during the
period *



Visitor Characteristics

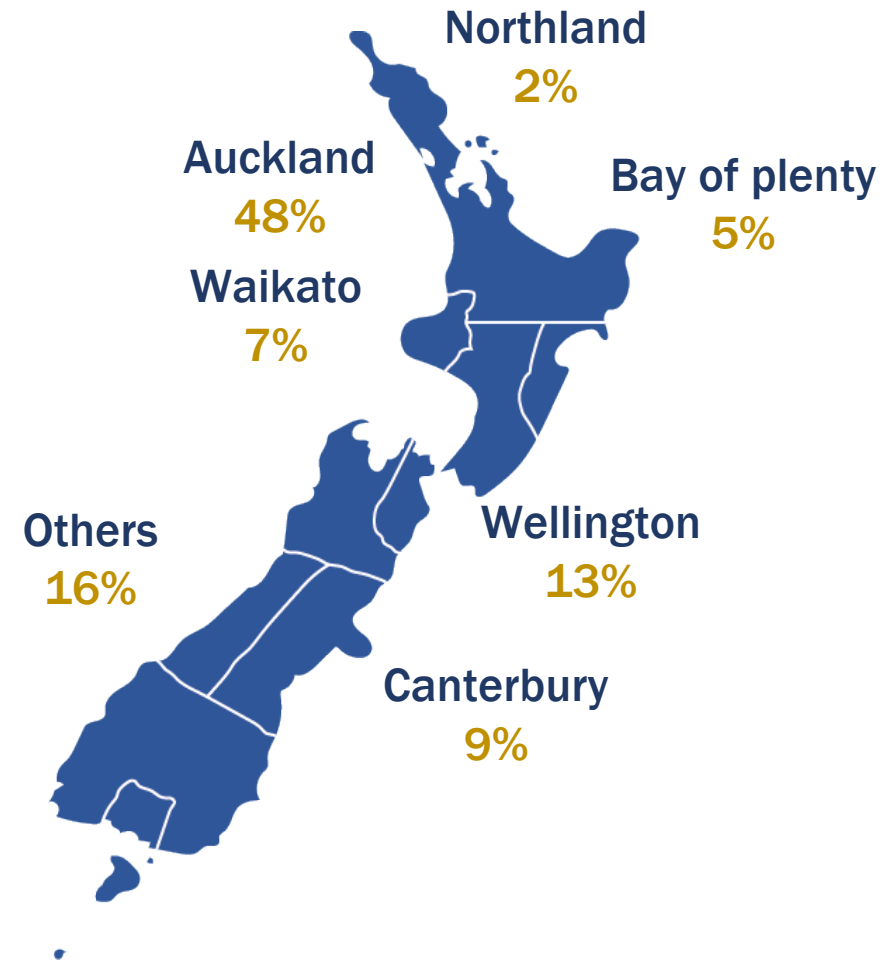
Country of Origin



Note: survey data (unweighted)

New Zealand Respondents

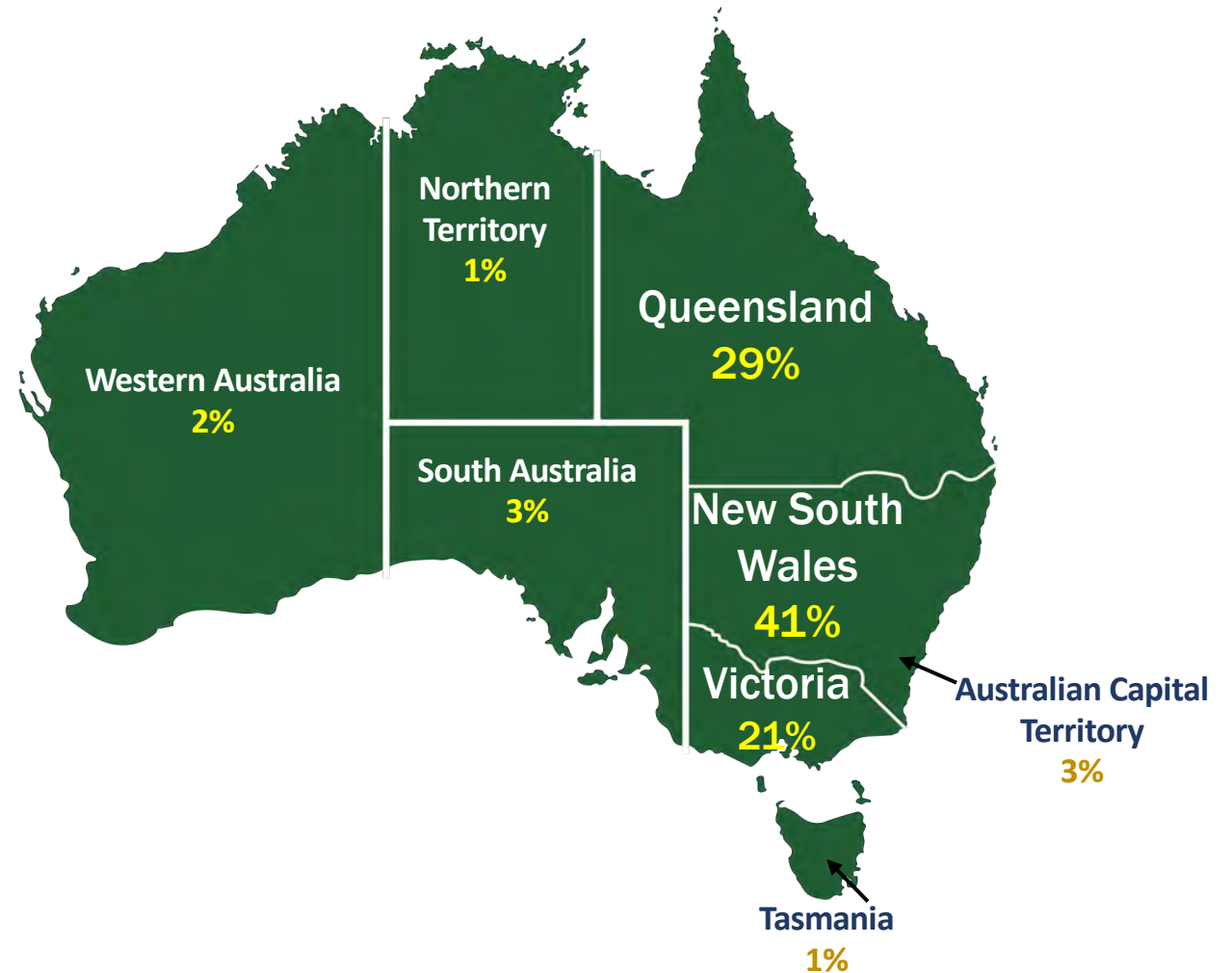
Auckland, Wellington, Canterbury make up 70% of all New Zealand visitor arrivals.



Note: Only major areas included.

Australian Respondents

New South Wales, Queensland, and Victoria account for **91%** of all Australian visitor arrivals.



Note: Only major areas included.

Sample Characteristics

Gender



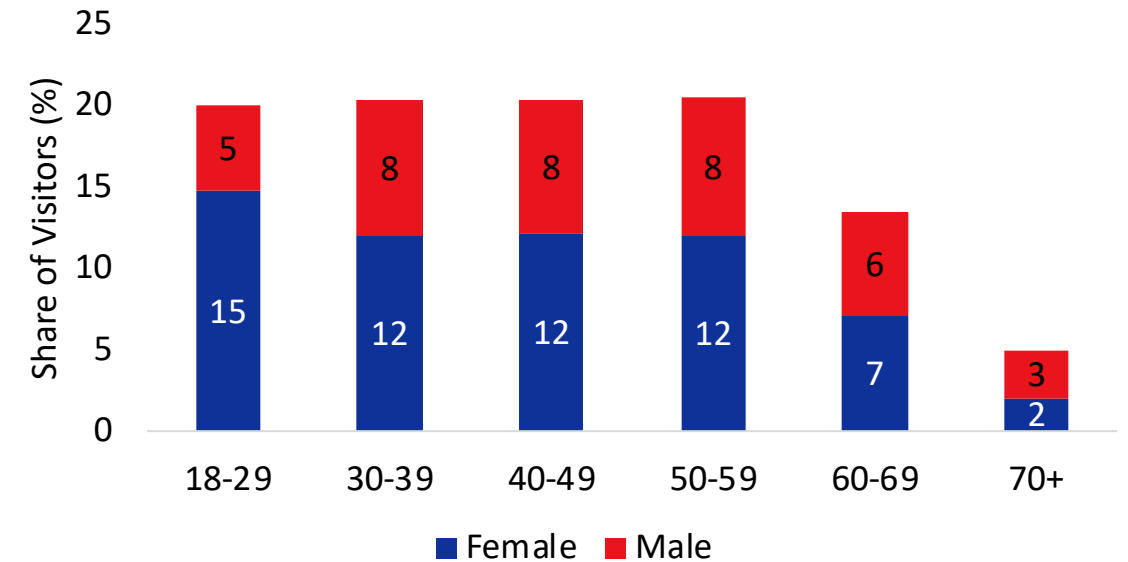
Female 60%

Highest Qualification

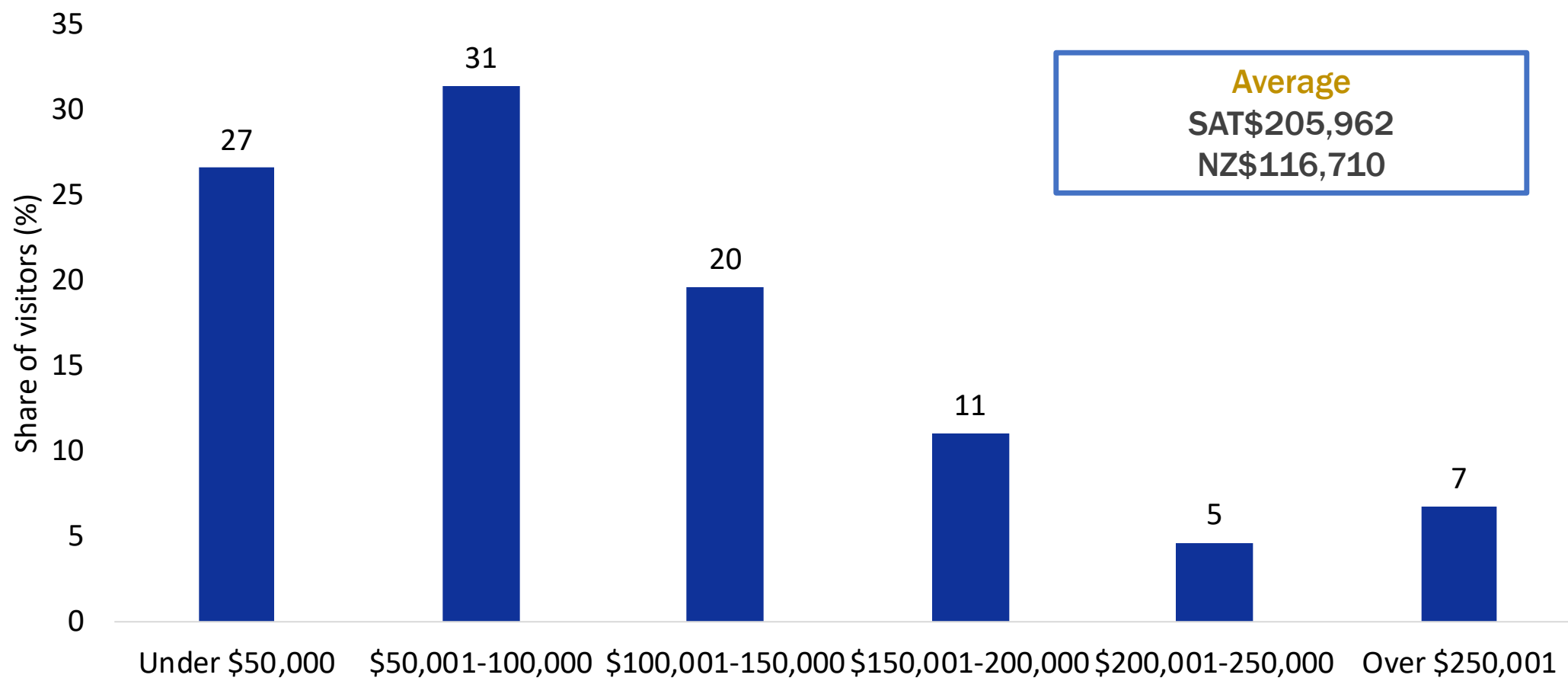


- **74%** Tertiary qualification
- **20%** High school qualification
- **4%** Other
- **2%** No formal qualification

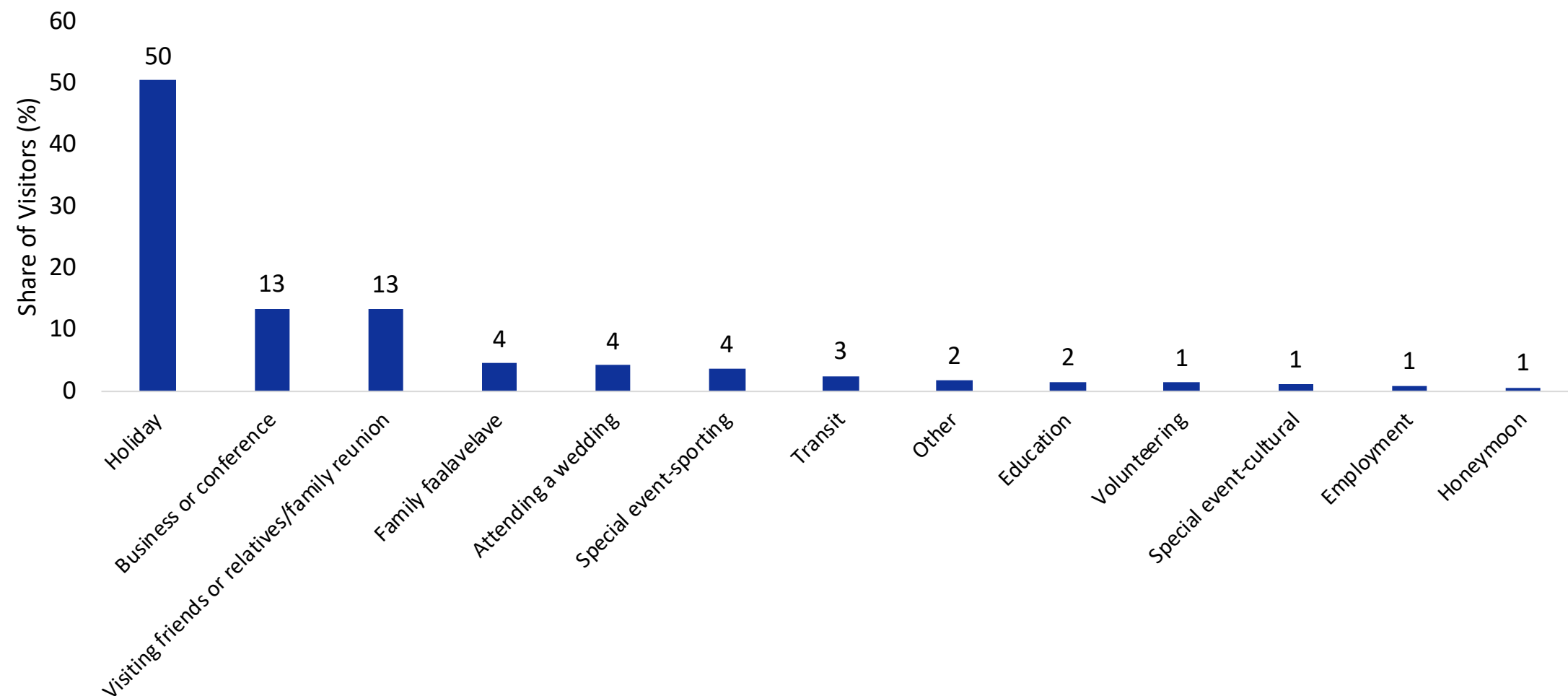
Distribution of Age



Annual Household Income (NZ\$)

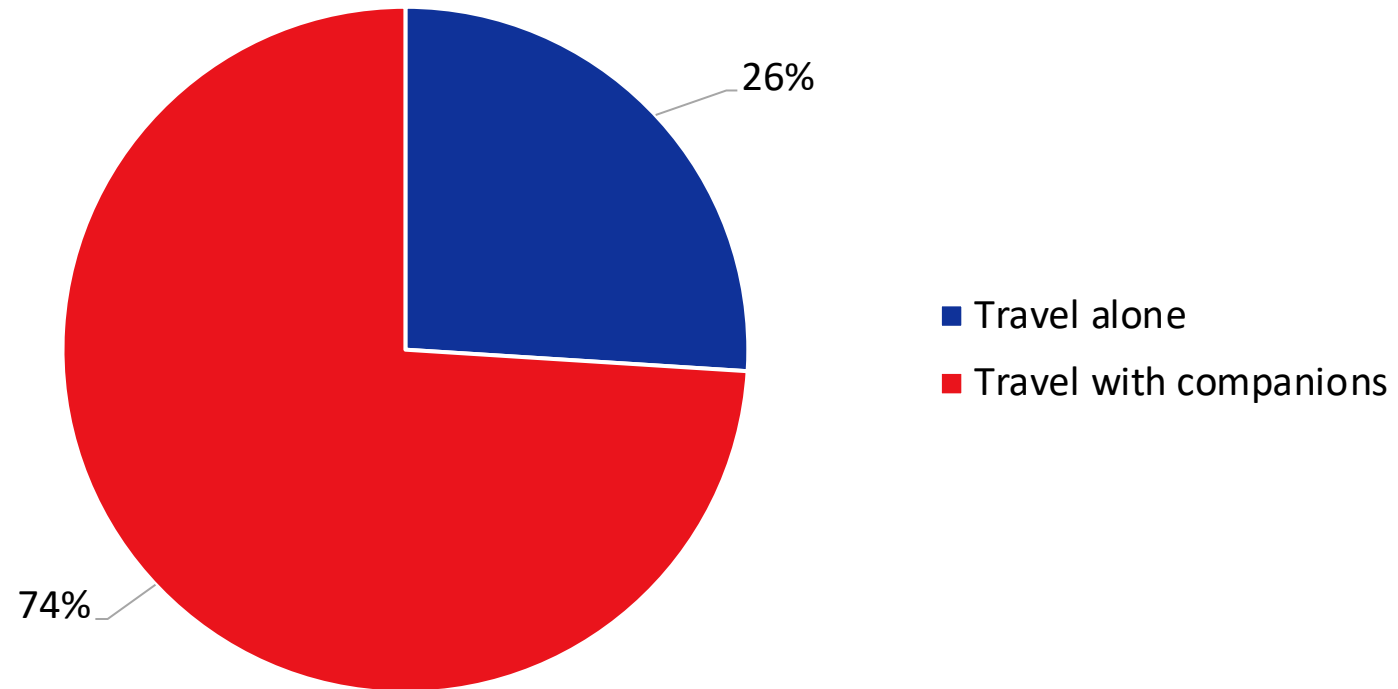


Main Purpose of Visit



*Multiple responses, therefore total does not add up to 100%.

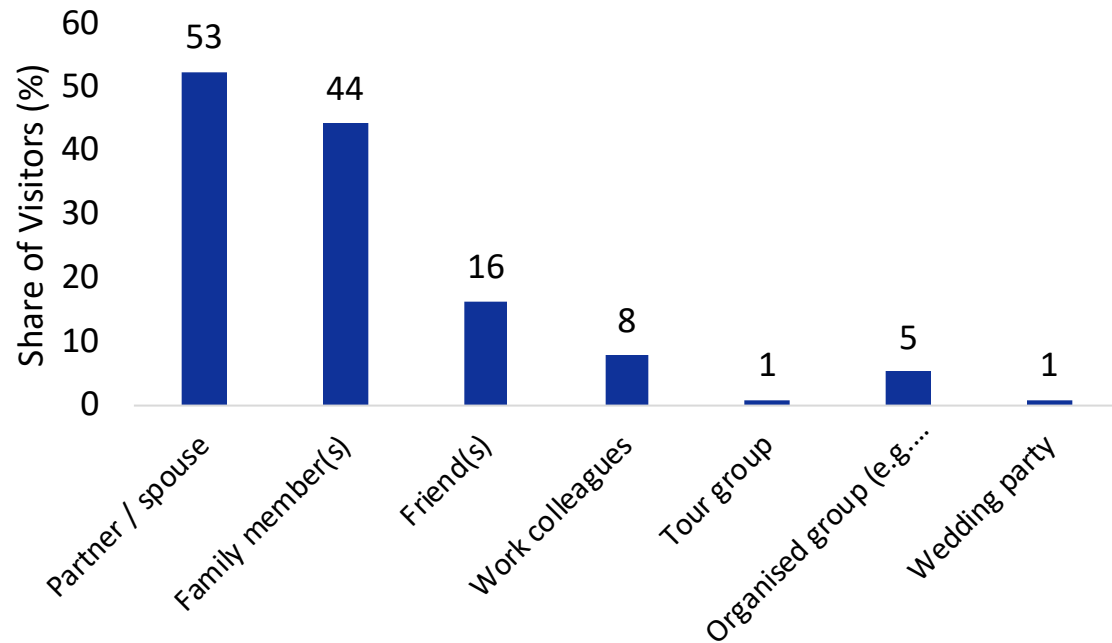
Travel Companions



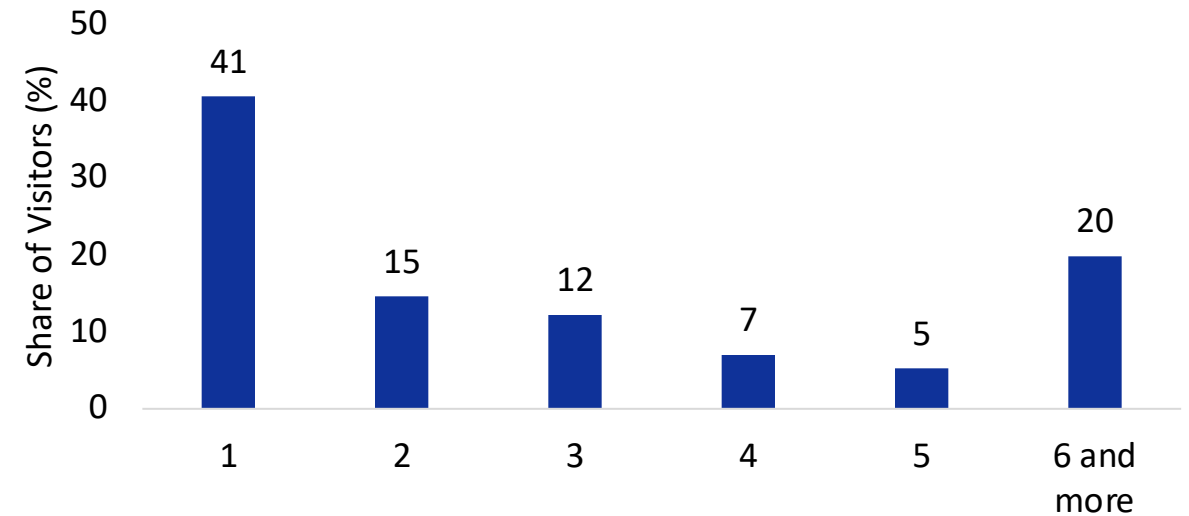
Travel Companions

For those 74% Travel with companions:

Who were your travelling companions?*



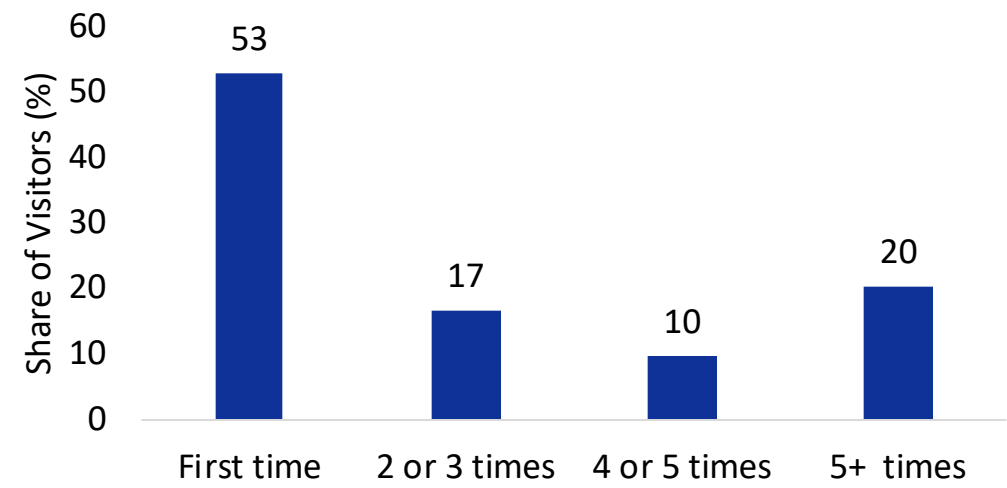
How many people accompanied you on this trip?



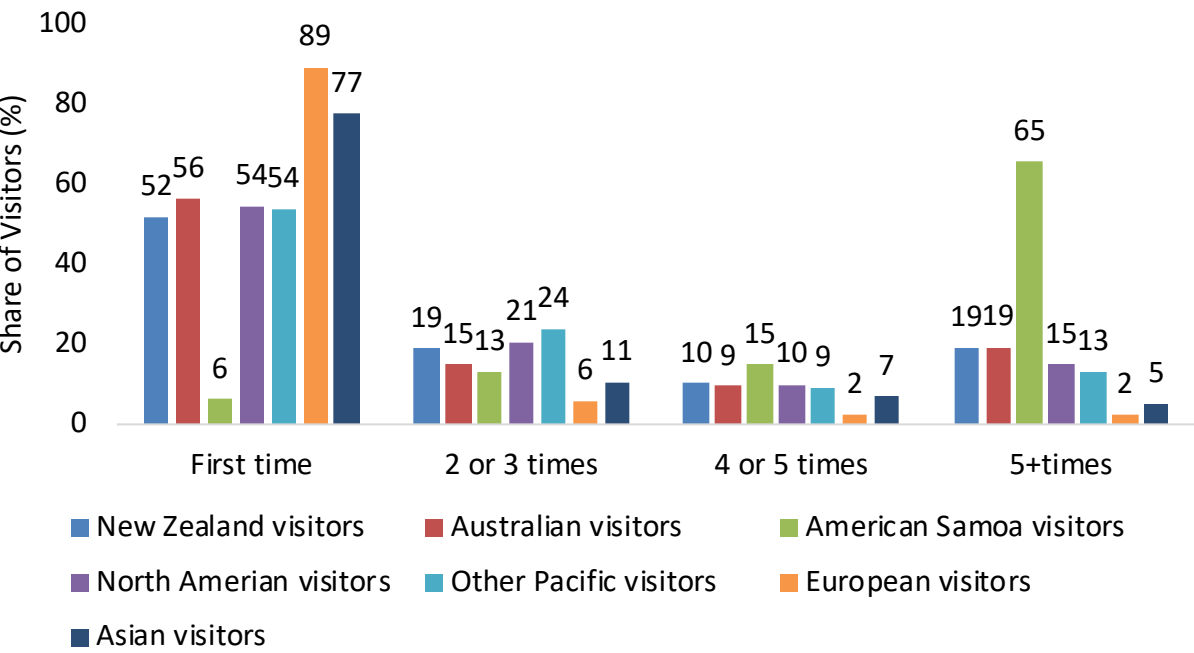
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Previous Visits

Overall

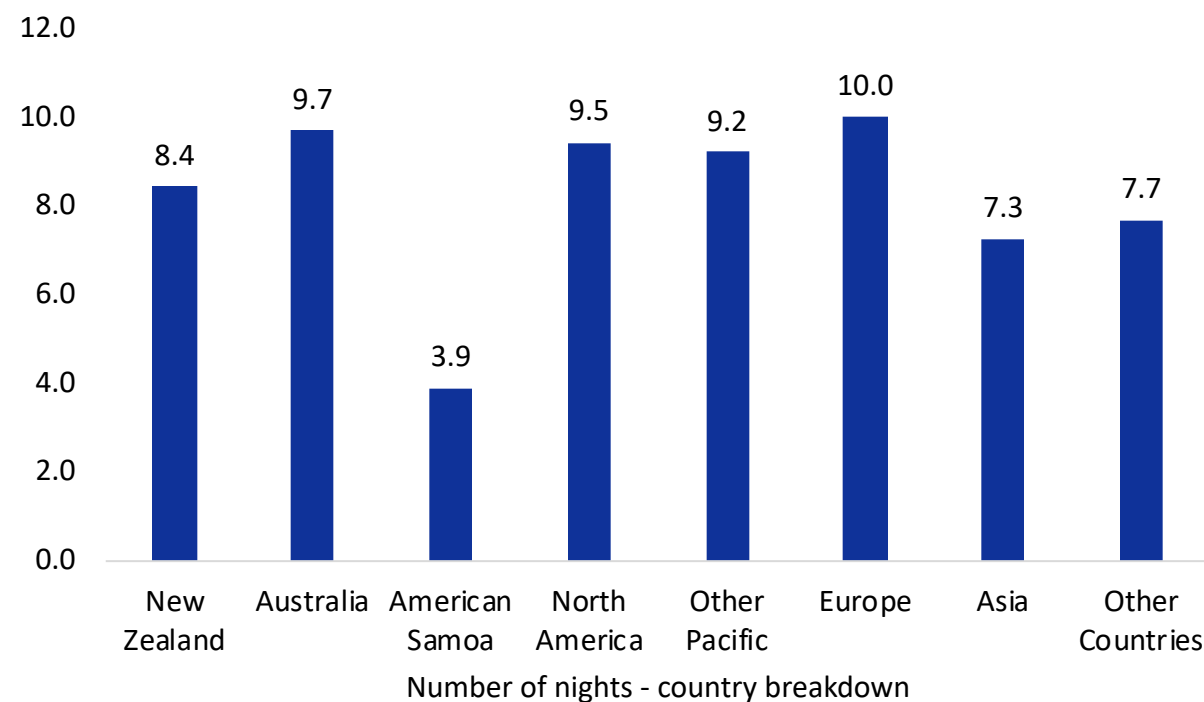
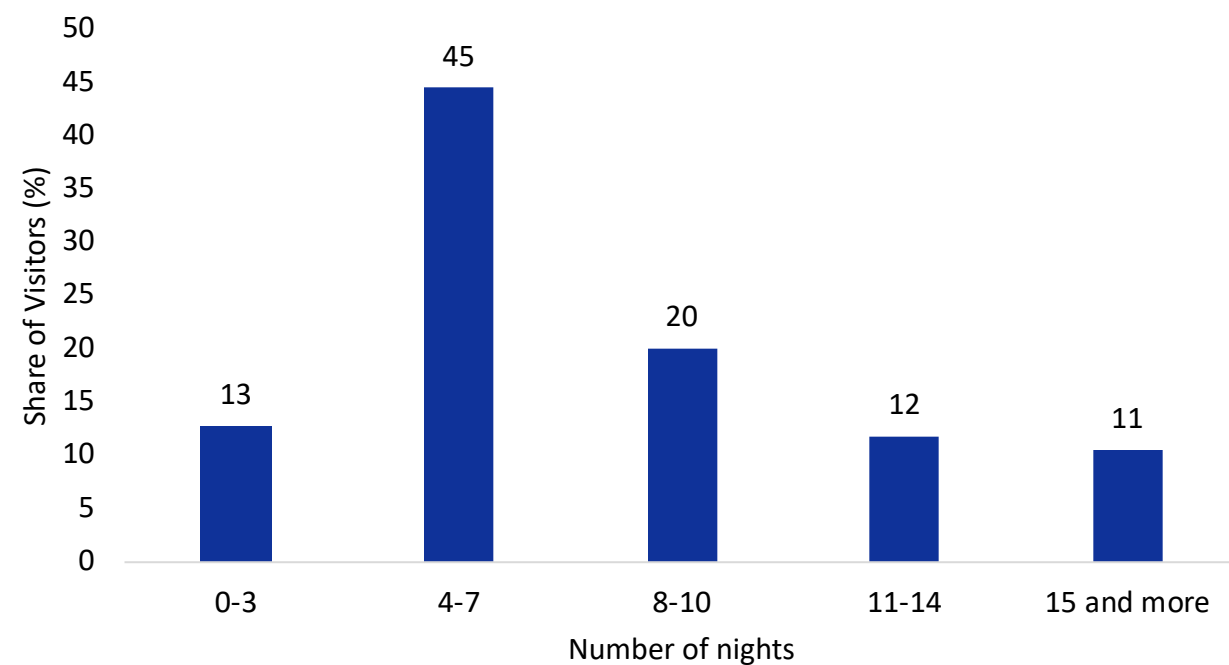


Country breakdown



Length of Stay

Average length of stay: 8.5 nights



Destinations

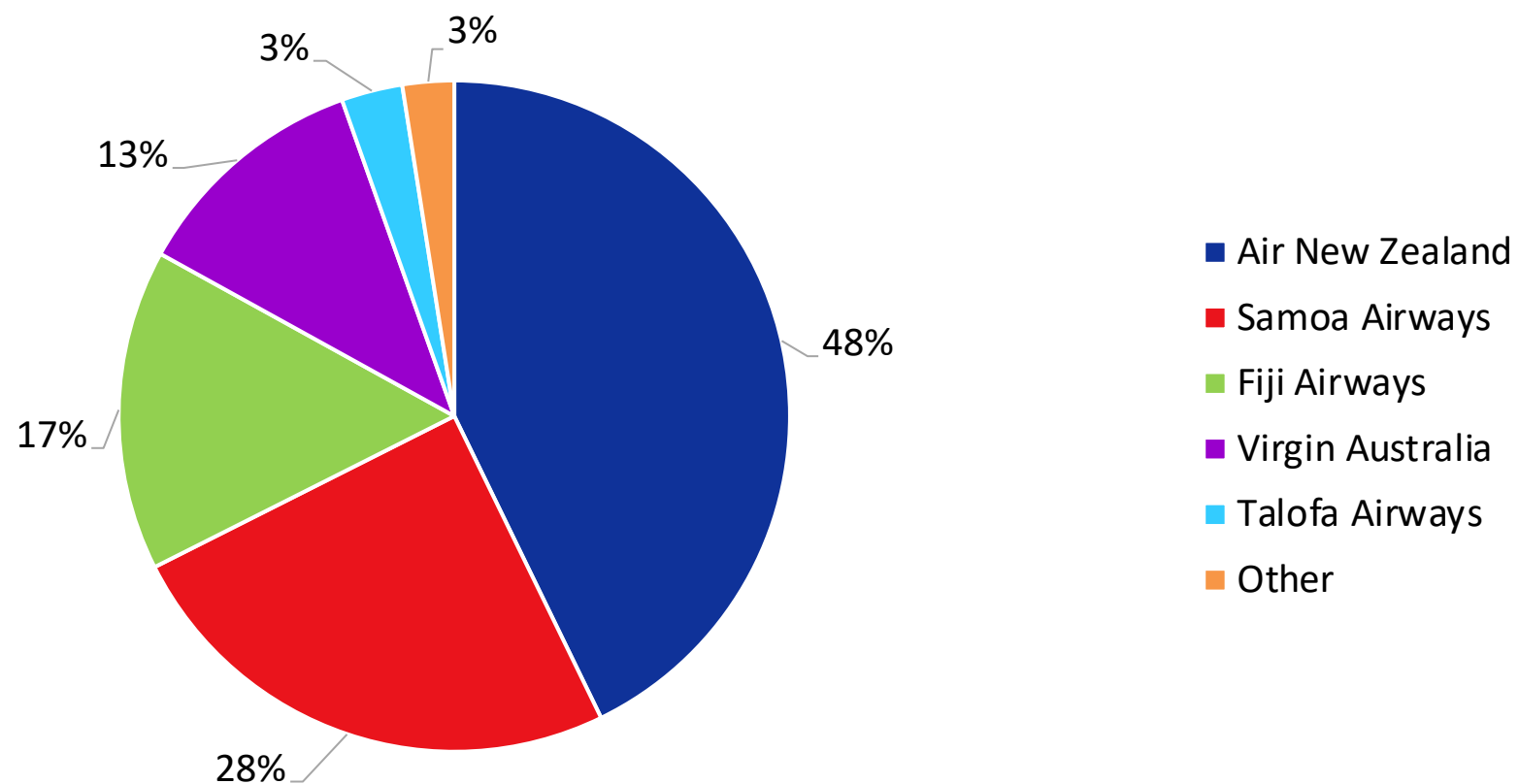
For **76%** of visitors, Samoa is the sole destination for their trip.

For **24%** of visitors, Samoa is part of a larger journey



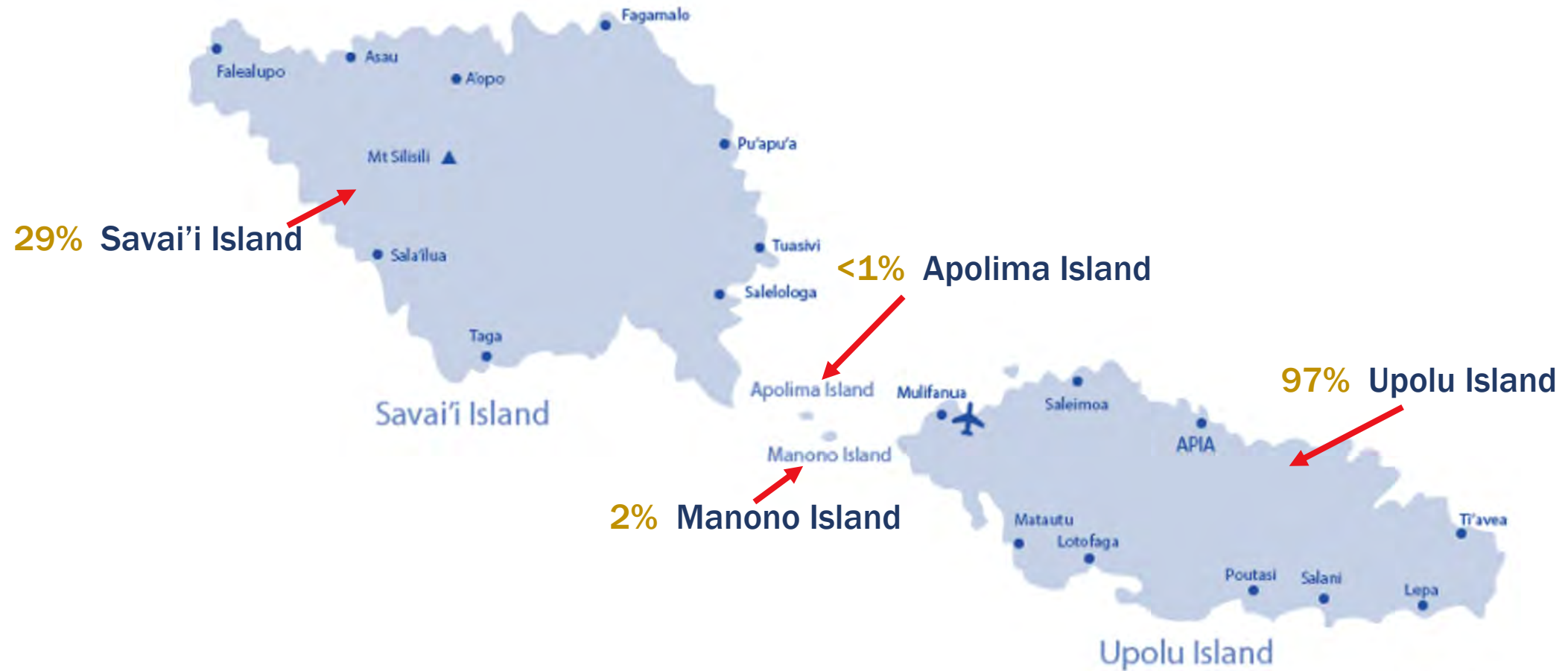
- **33%** Fiji
- **31%** New Zealand
- **14%** American Samoa
- **13%** Australia
- **12%** Other Pacific
- **6%** USA

Airlines



Note: Multiple responses, therefore total does not add up to 100%.

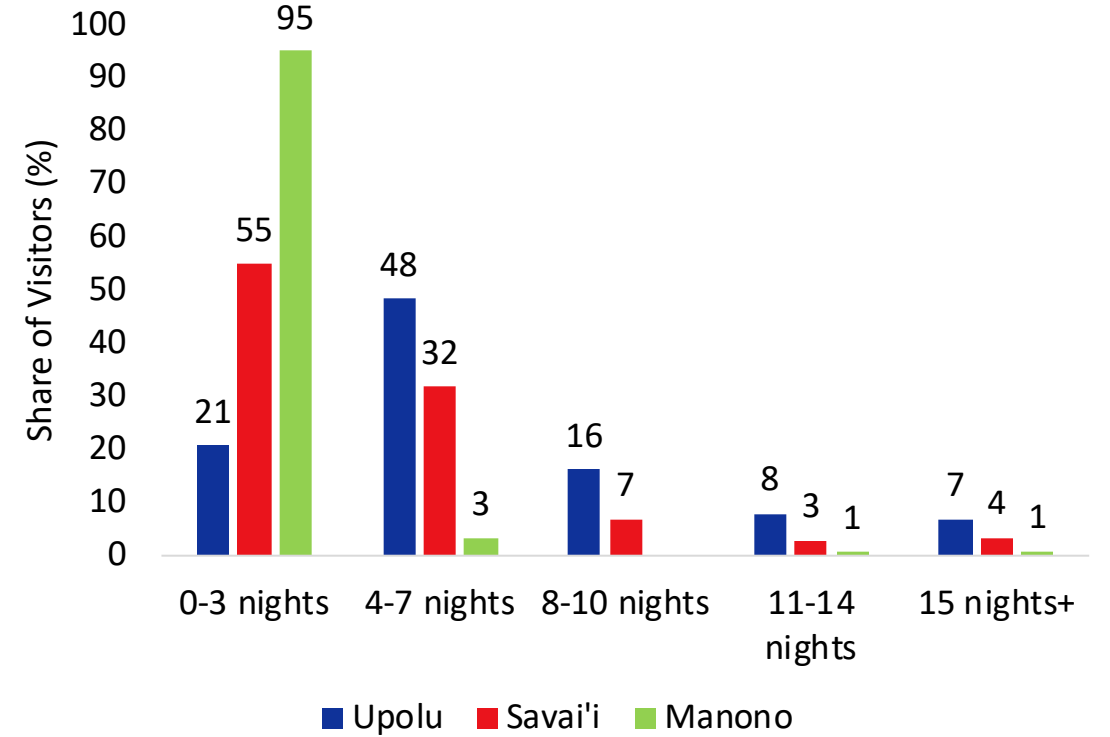
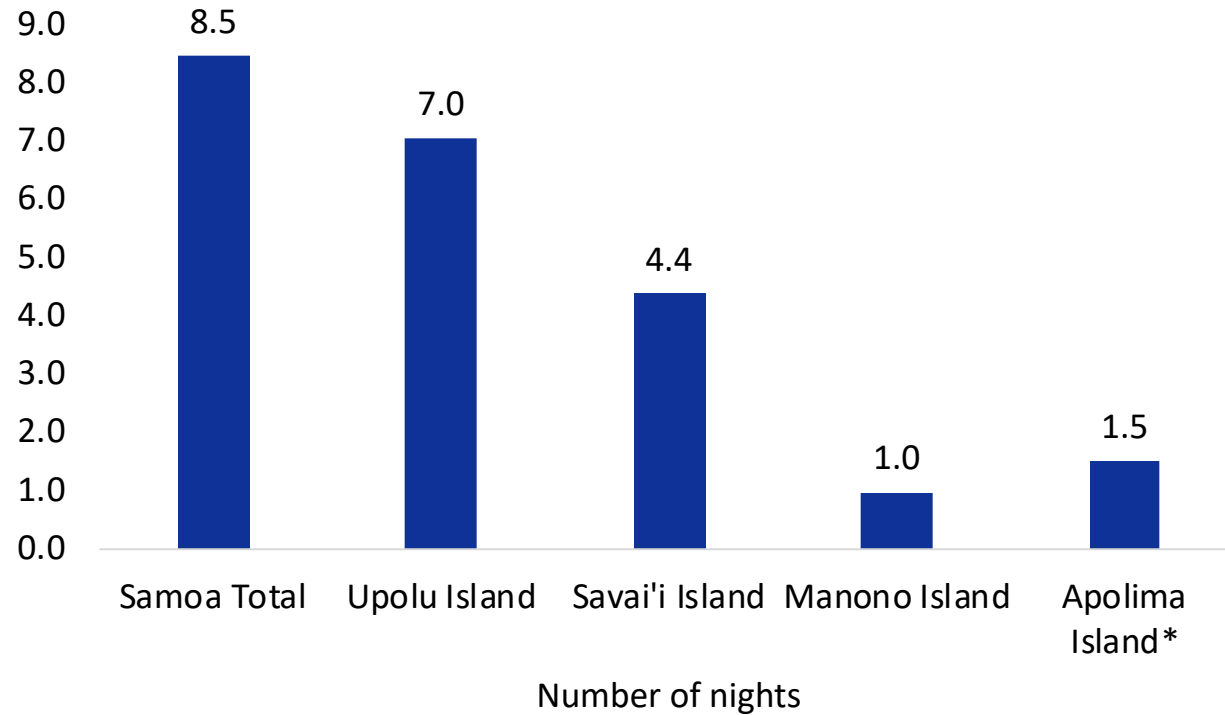
Islands Visited



Note: Multiple responses, therefore total does not add up to 100%.

Islands Visited

Average length of stay in Samoa and on each island



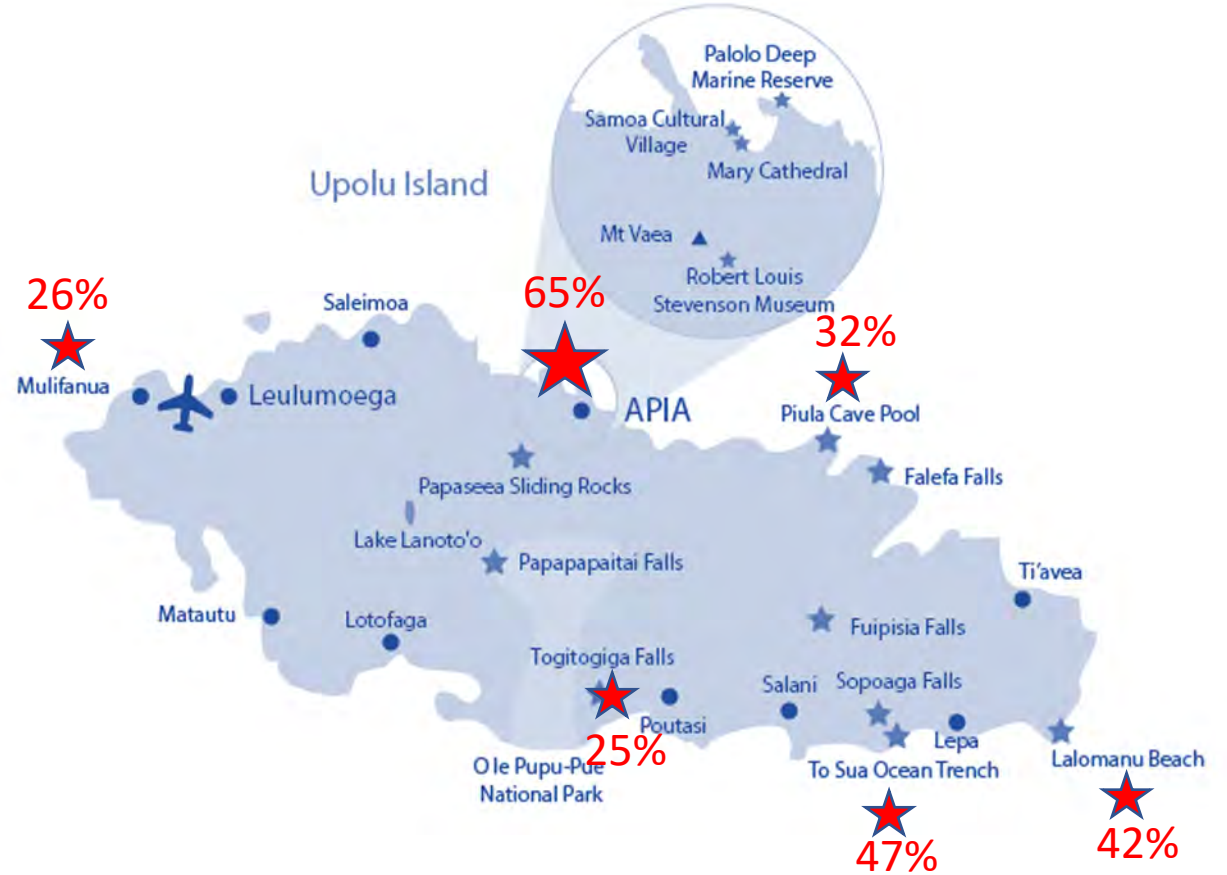
Note: *n=22.

Destinations Visited

Upolu Island

Top 6 popular attractions *

- **65%** Apia
- **47%** To Sua Ocean Trench
- **42%** Lalomanu Beach
- **32%** Piula Cave Pool
- **26%** Mulifanua
- **25%** Togitogiga Falls



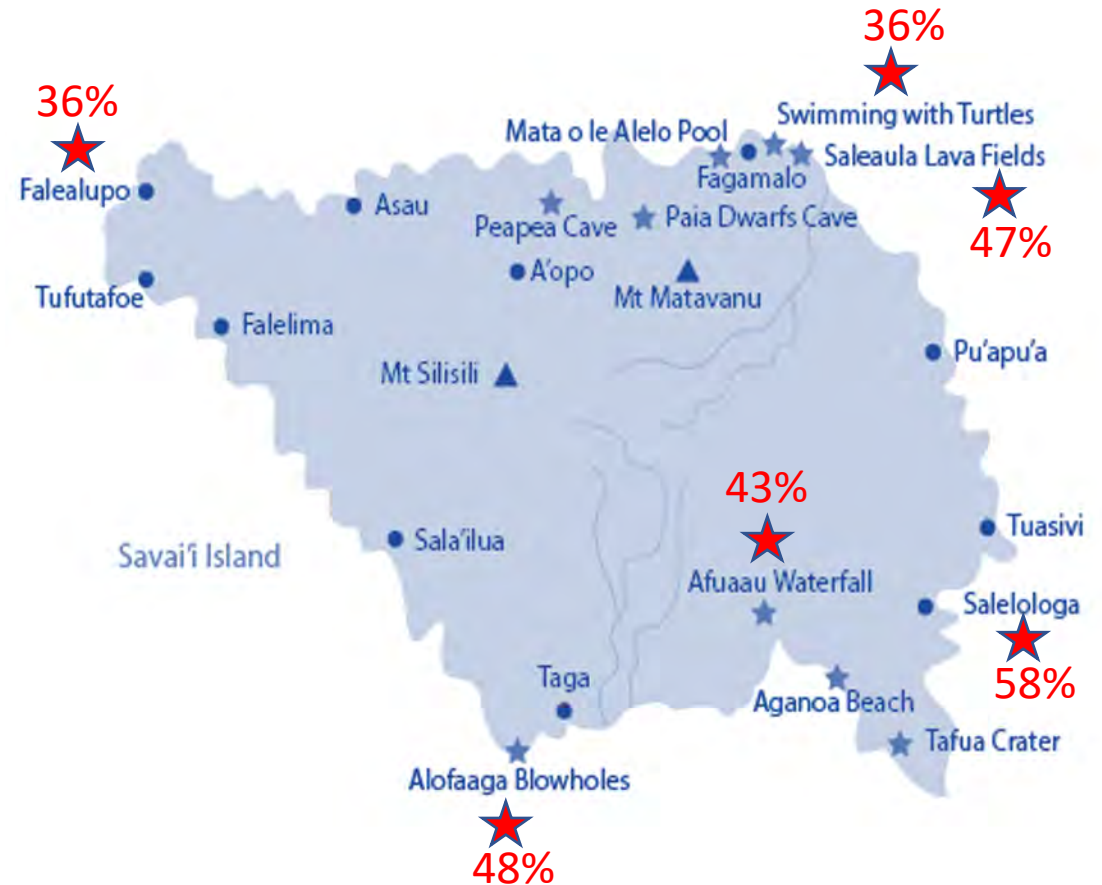
Note: Multiple responses, therefore total does not add up to 100%.

Destinations Visited

Savai'i Island

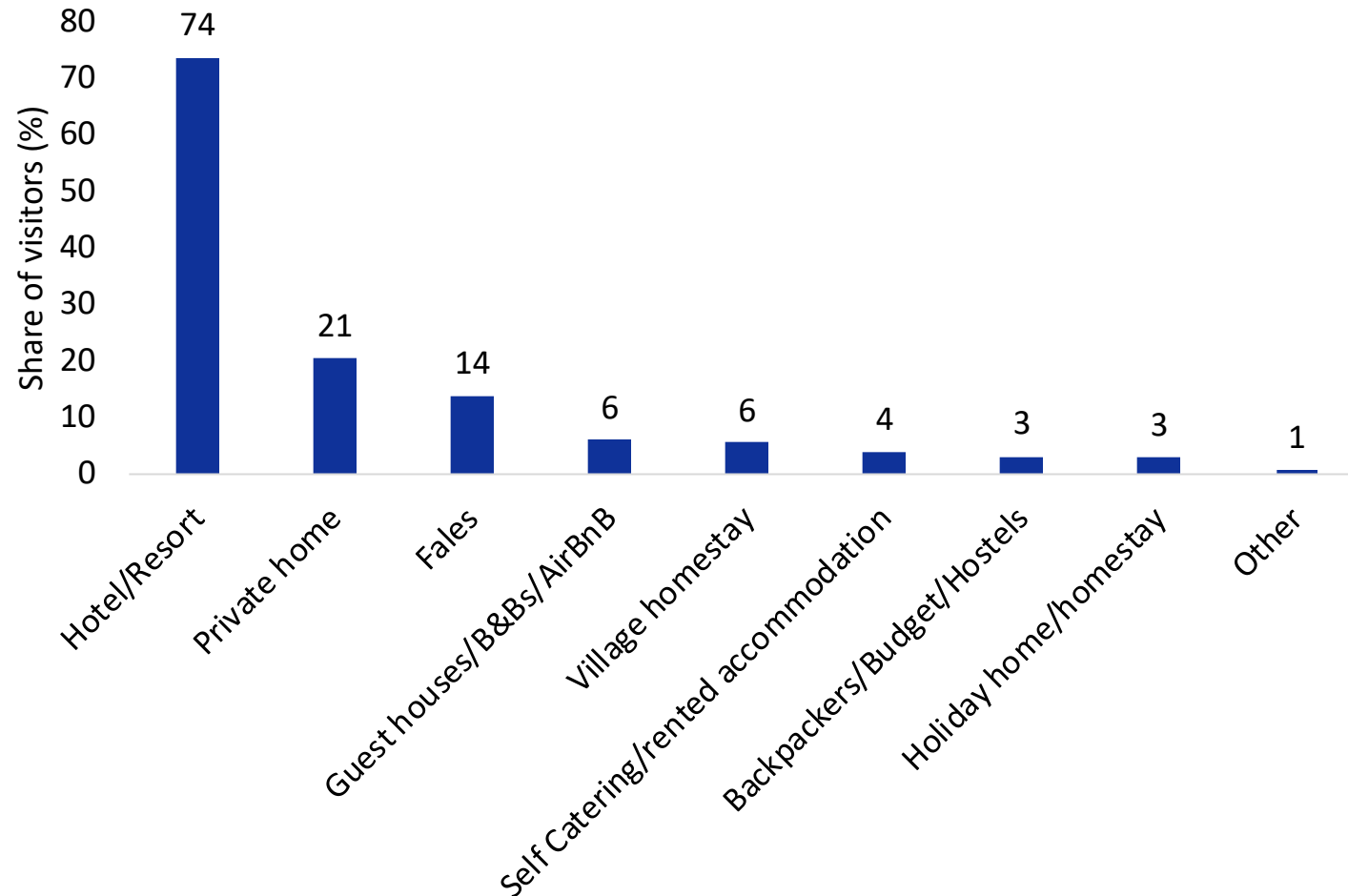
Top 6 attractions *

- **58%** Salelologa
- **48%** Alofaaga Blowholes
- **47%** Saleaula Lava Fields
- **43%** Afuaau Waterfall
- **36%** Falealupo
- **36%** Swimming with Turtles

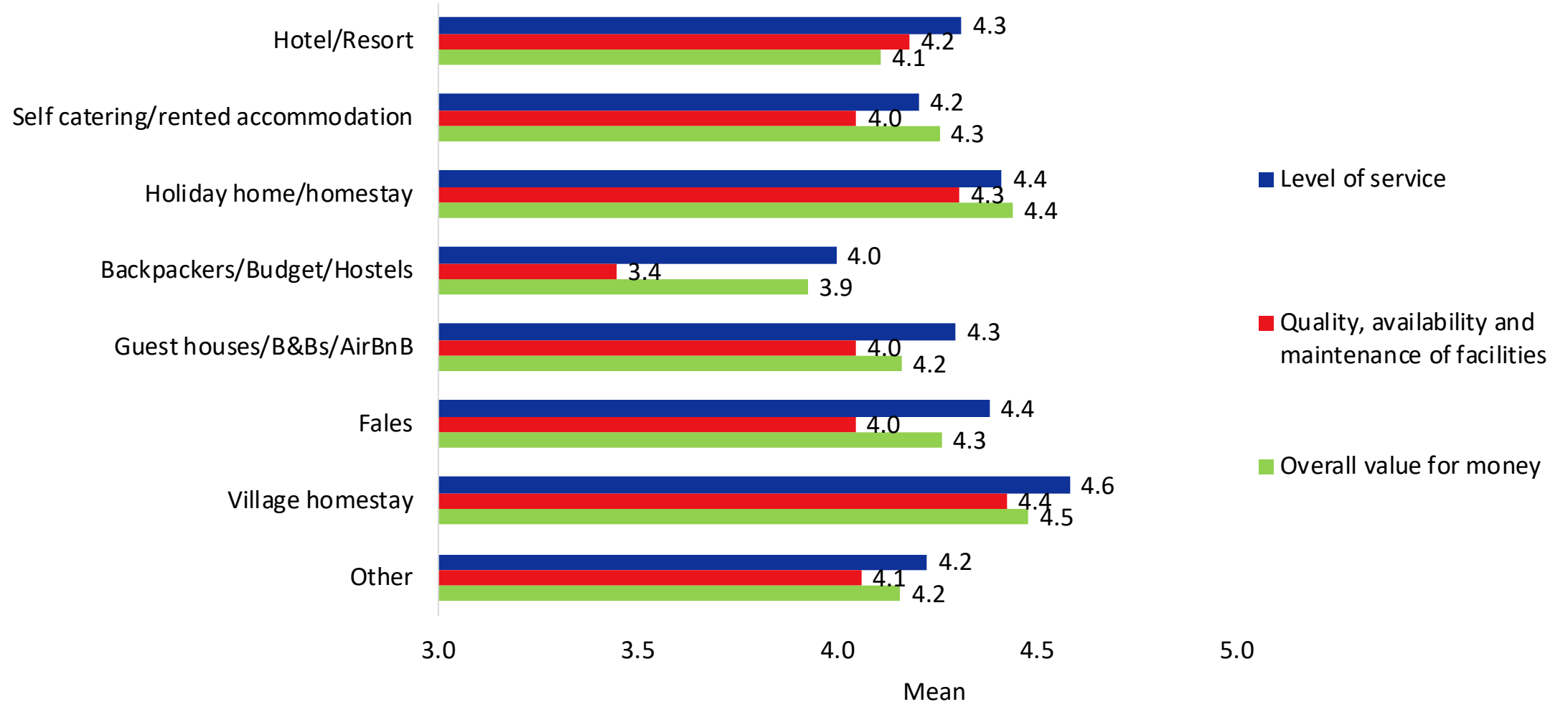


Note: Multiple responses, therefore total does not add up to 100%.

Types of Accommodation Used



Satisfaction with Accommodation

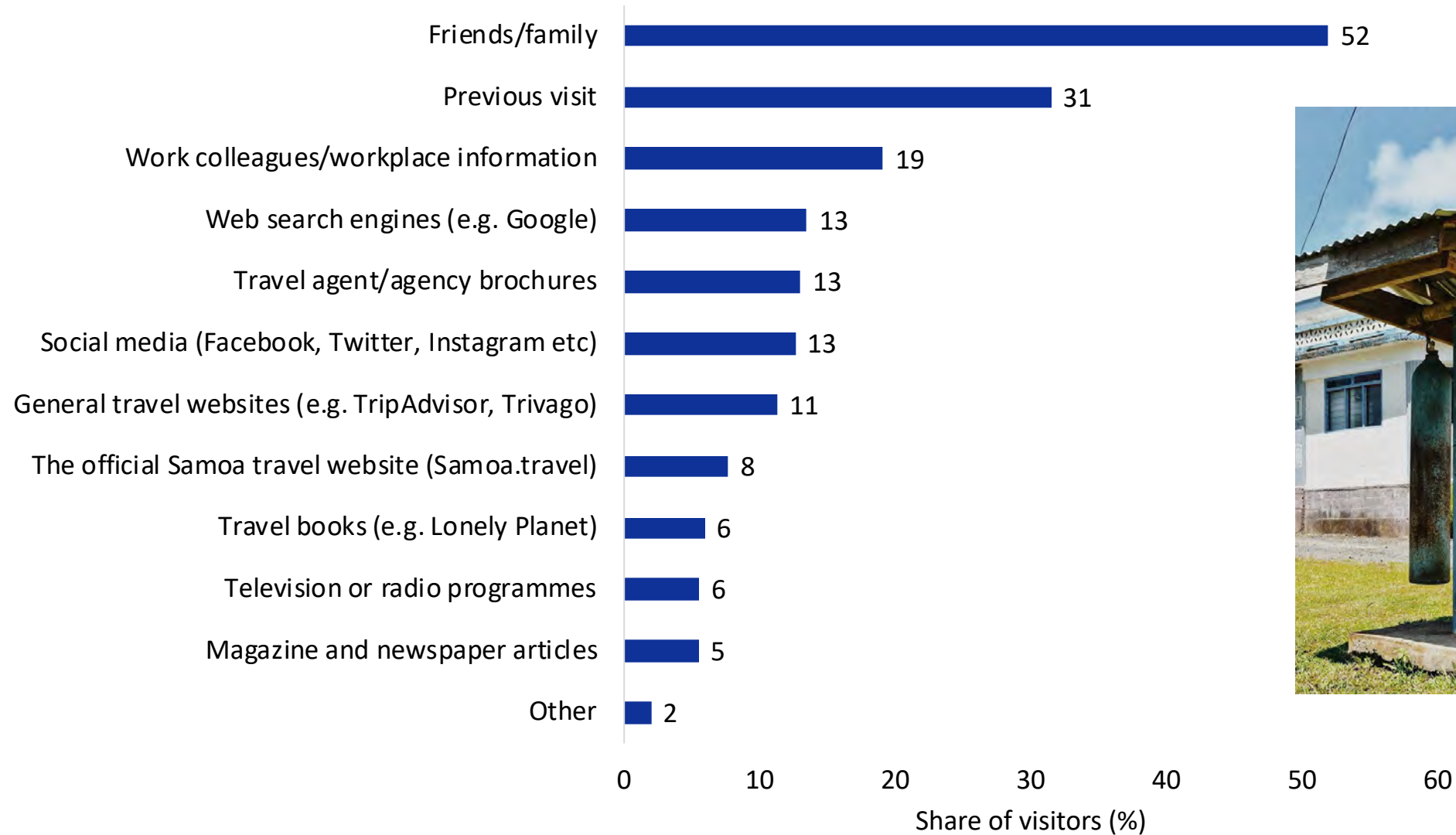


Note: Degree of satisfaction with accommodation stayed in (mean score out of 5).



Information Sources & Purchasing Behaviour

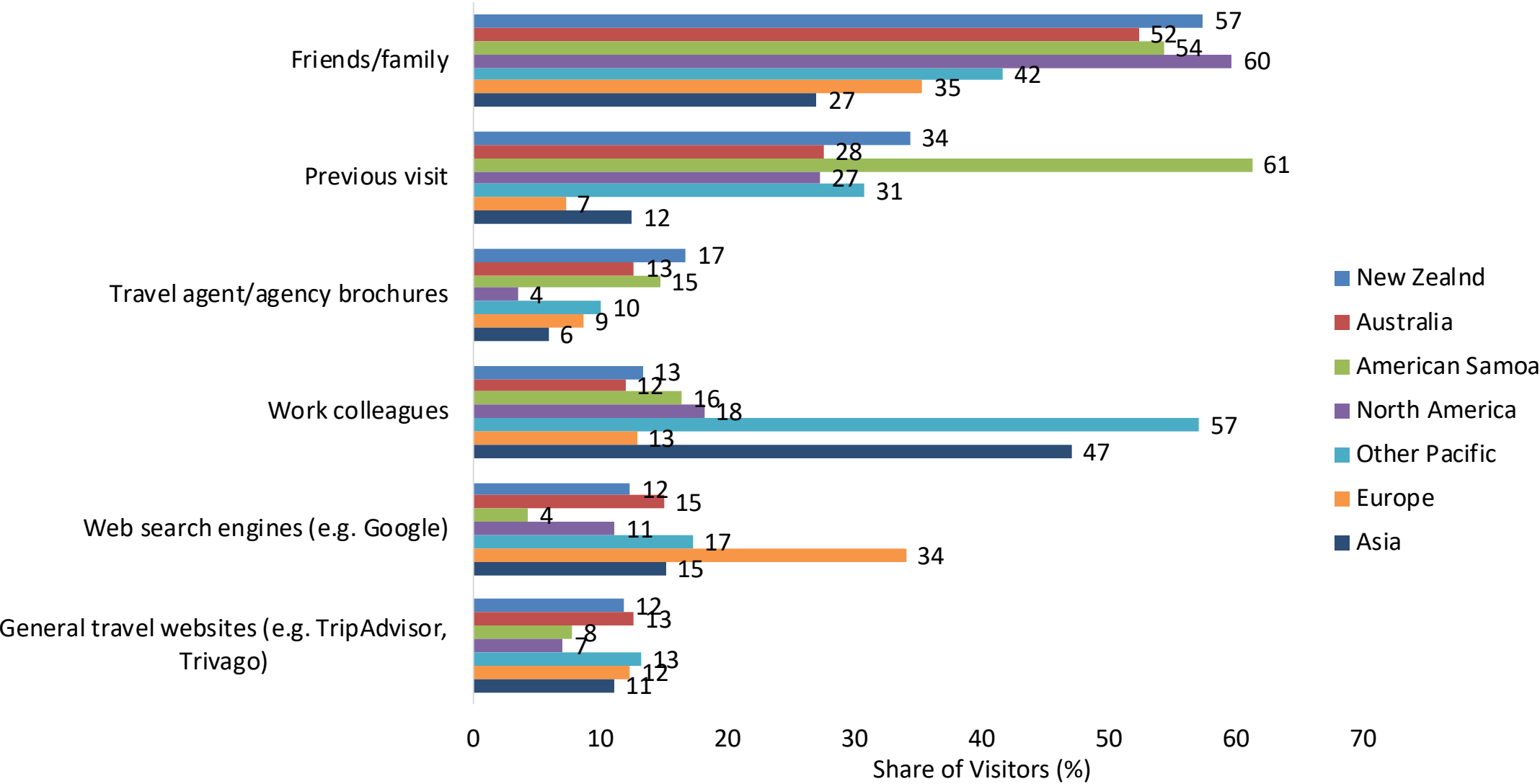
How Did You Find Out About Samoa?



Note: Multiple responses, therefore total does not add up to 100%.

How Did You Find Out About Samoa?

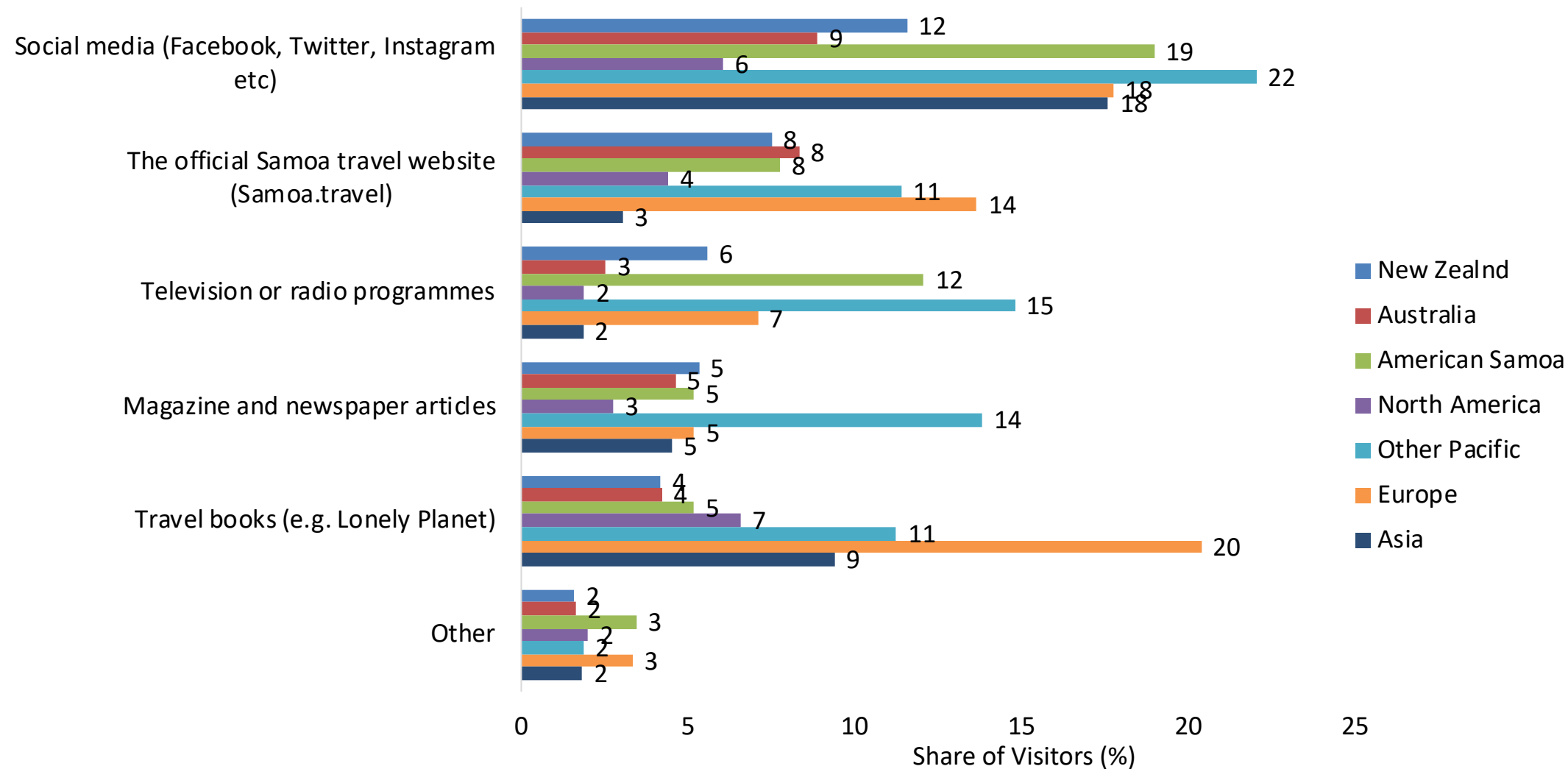
Country breakdown



Note: Multiple responses, therefore total does not add up to 100%.

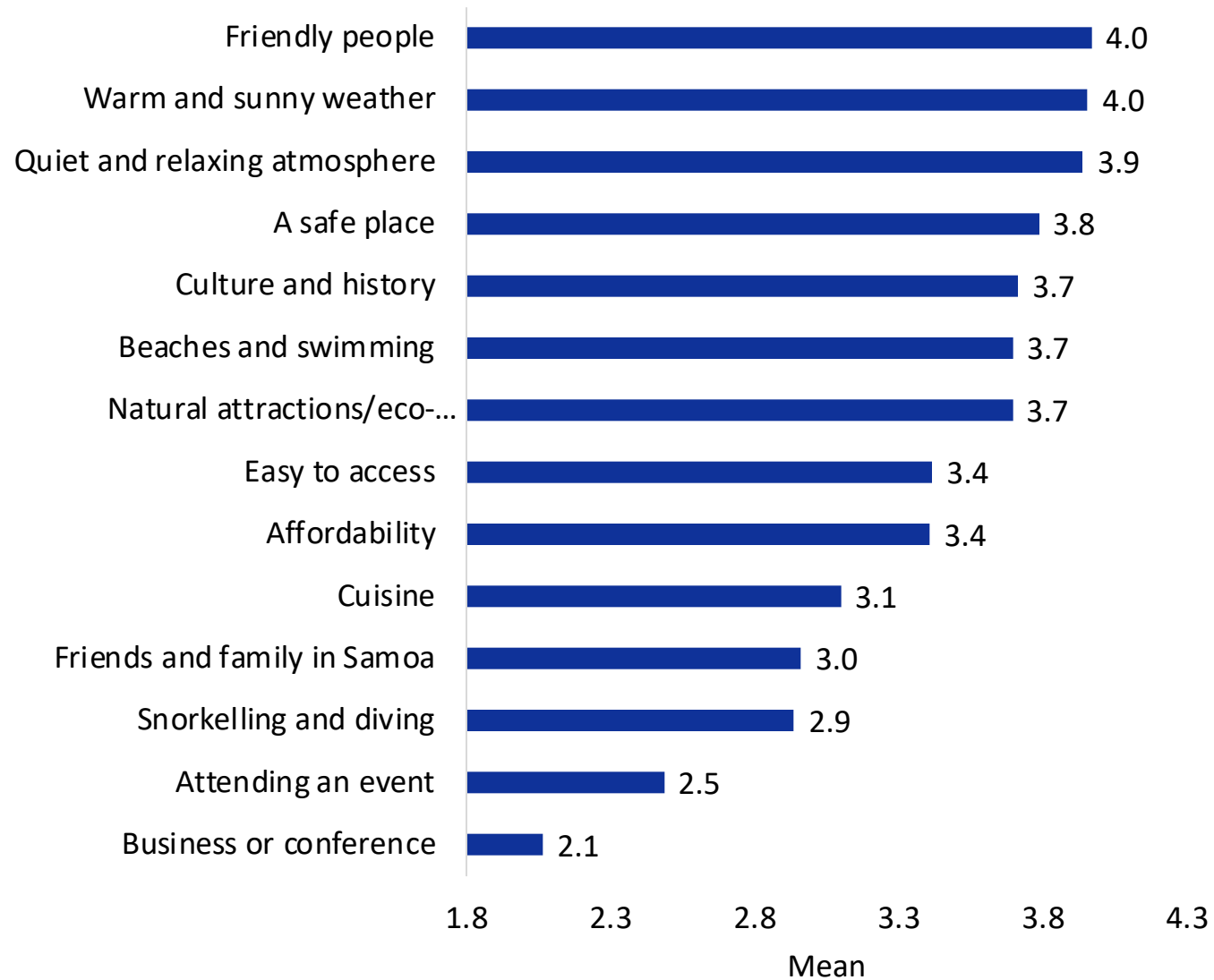
How Did You Find Out About Samoa?

Country breakdown cont.



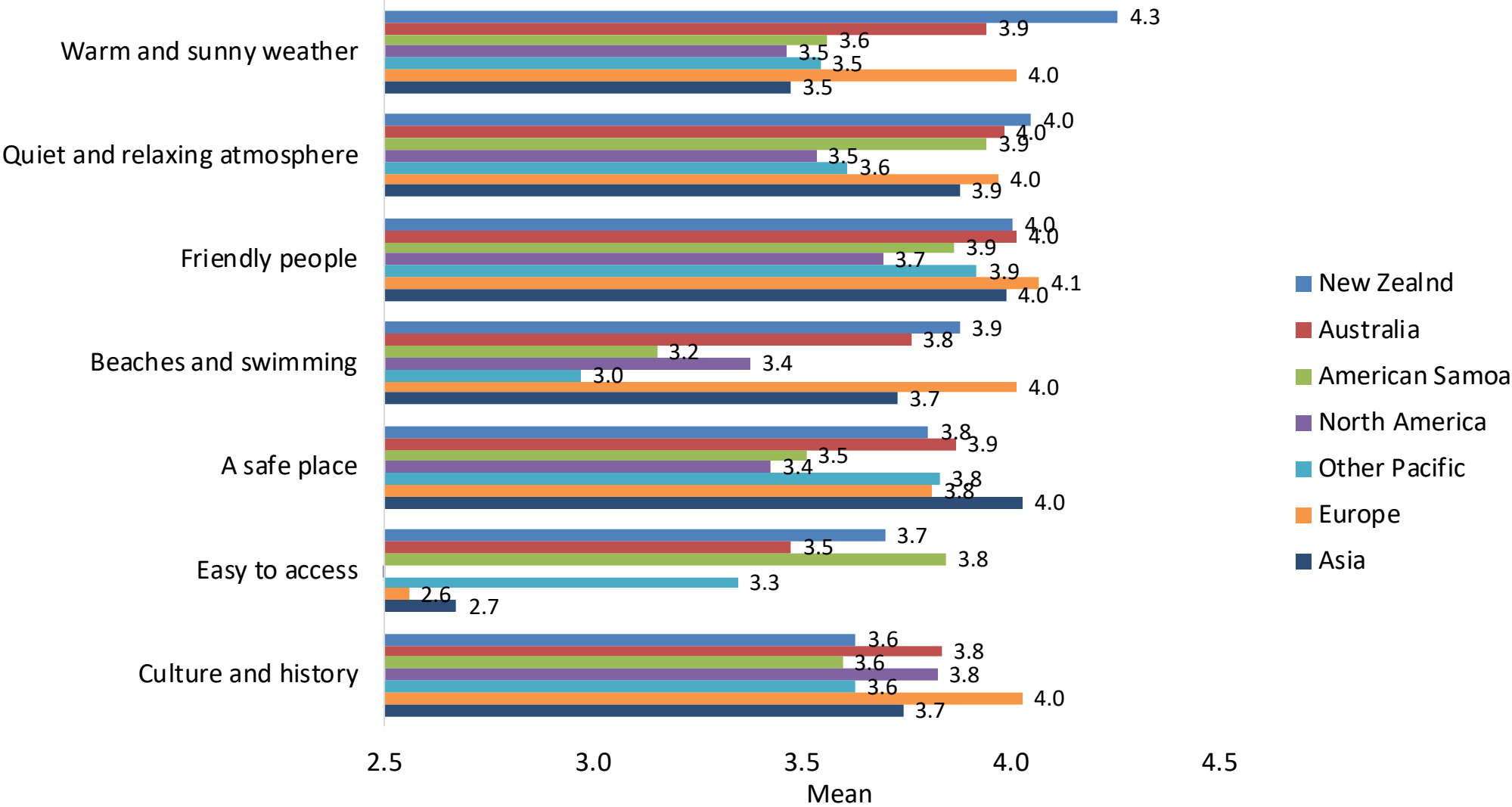
Note: Multiple responses, therefore total does not add up to 100%.

Factors Influencing the Visit to Samoa



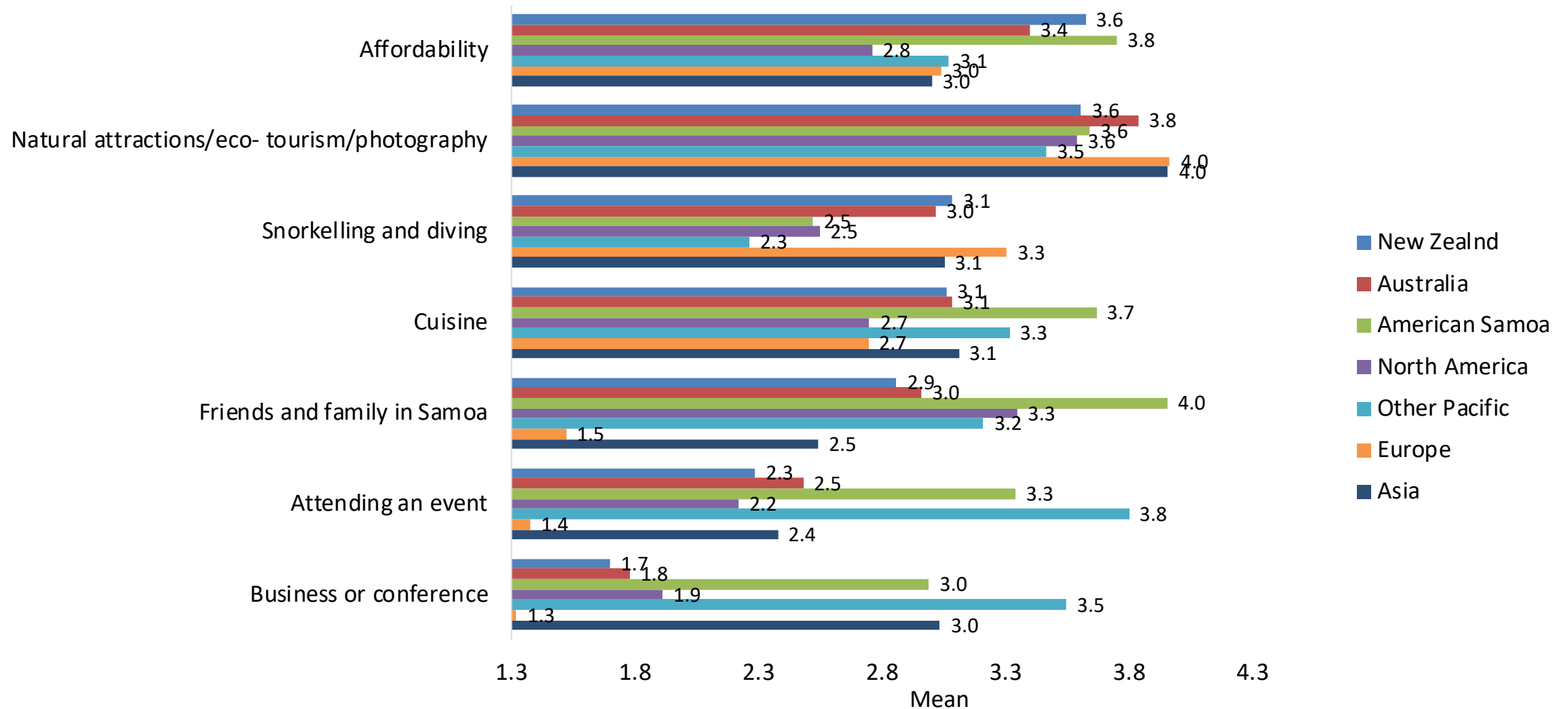
Factors Influencing the Visit to Samoa

Country breakdown

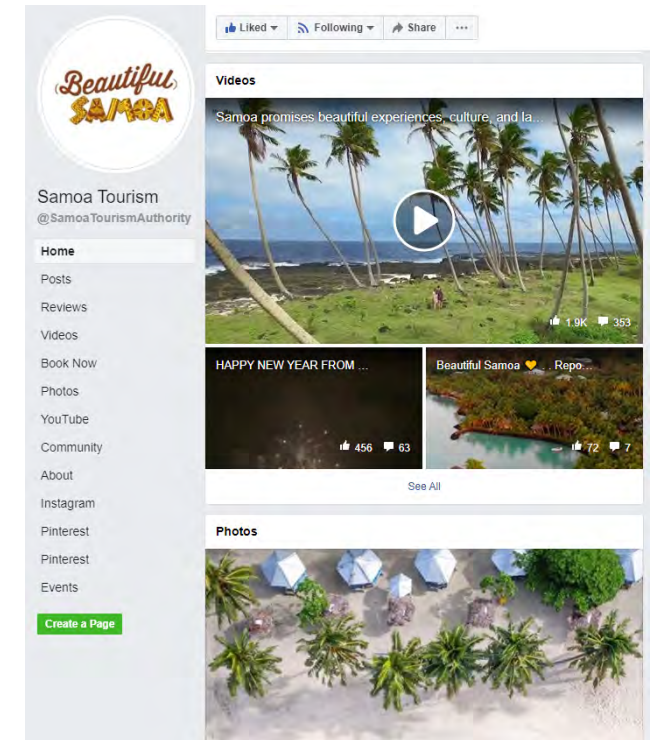
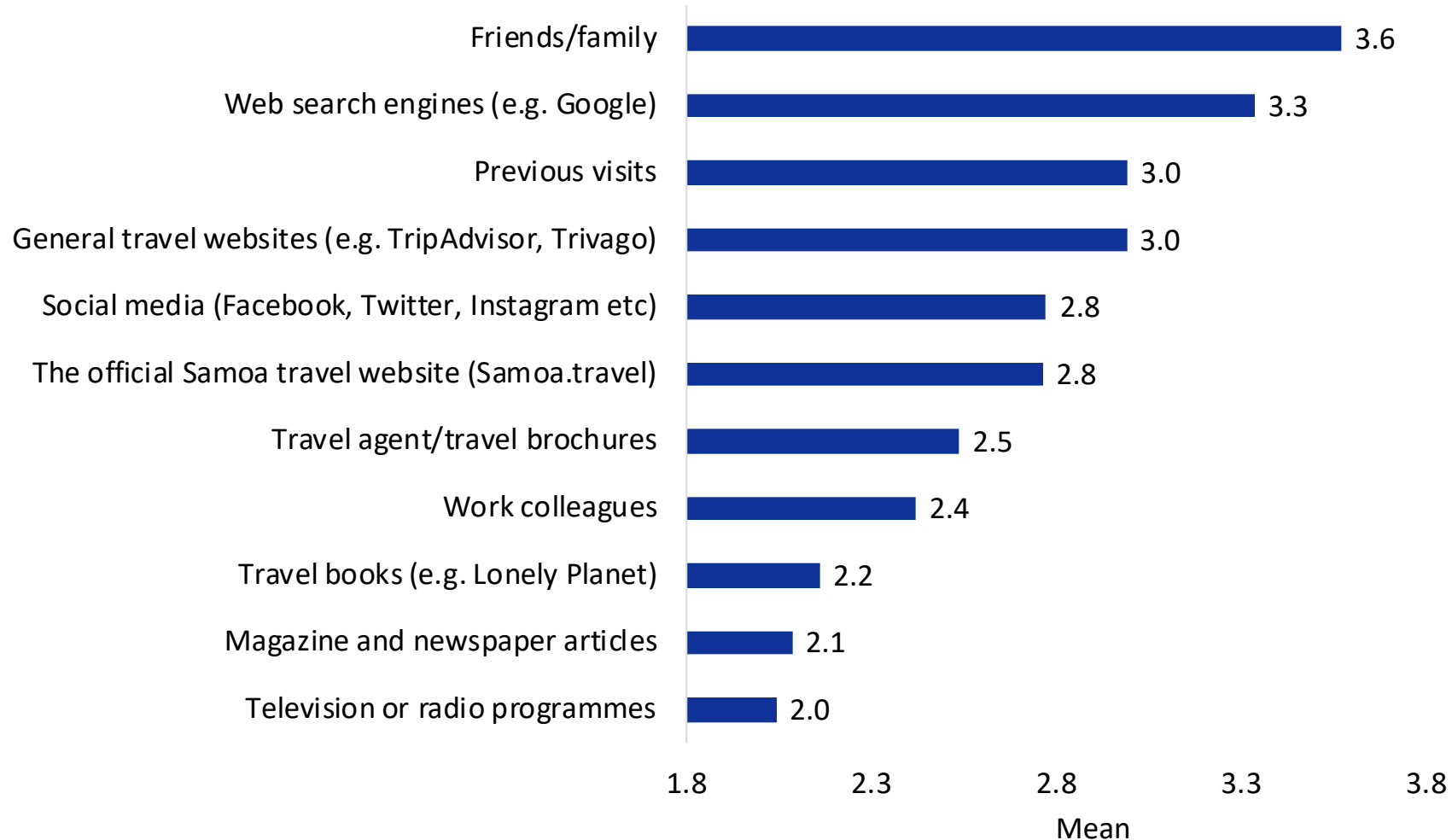


Factors Influencing the Visit to Samoa

Country breakdown cont.

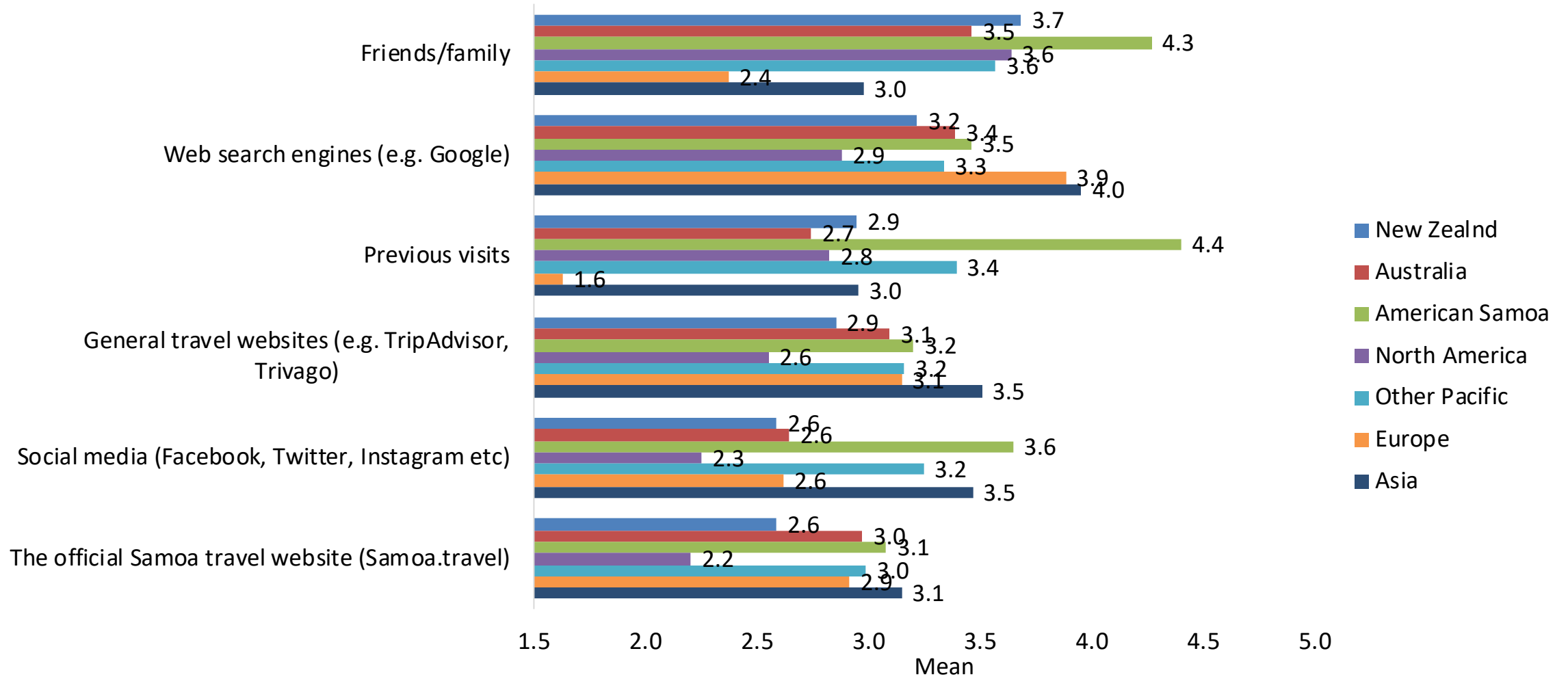


Information Sources Used for Planning



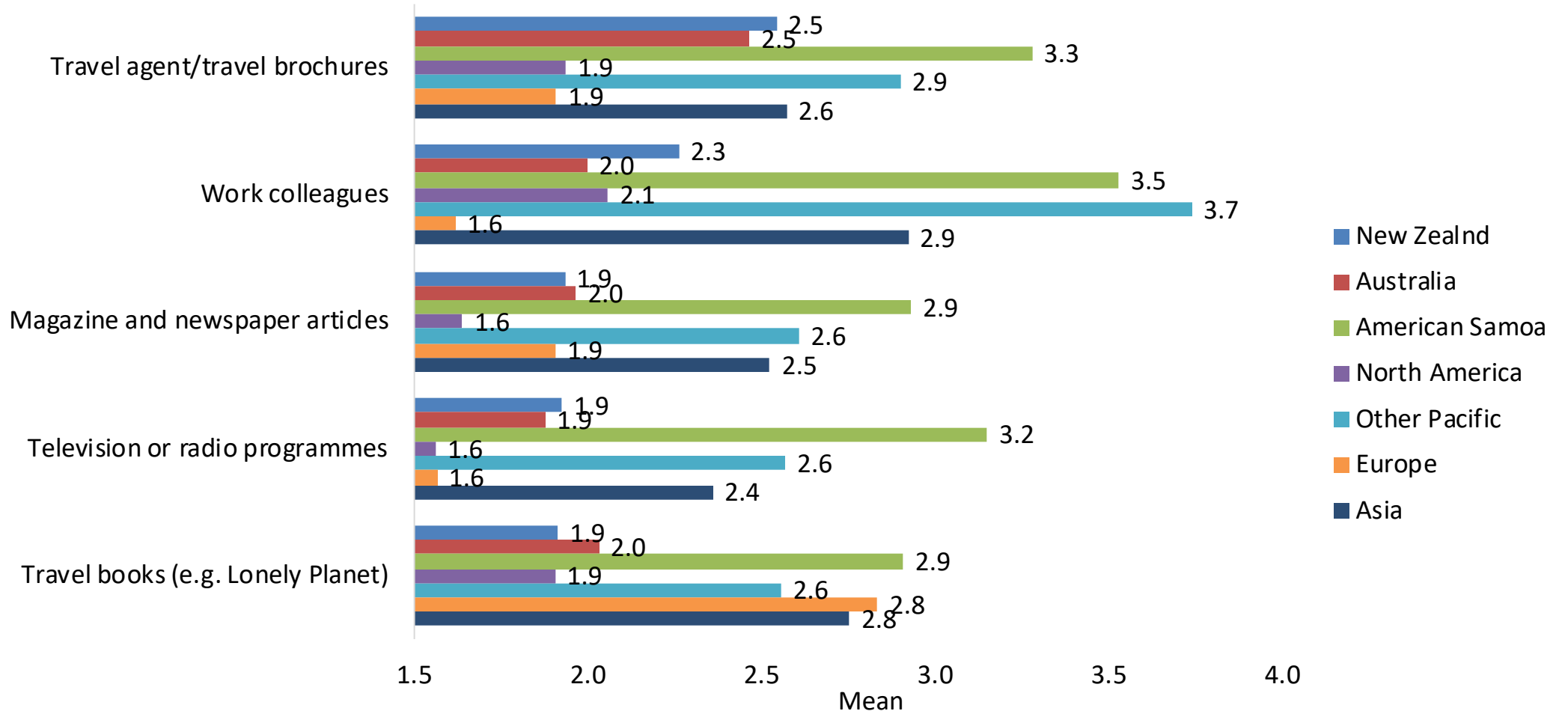
Information Sources Used for Planning

Country breakdown

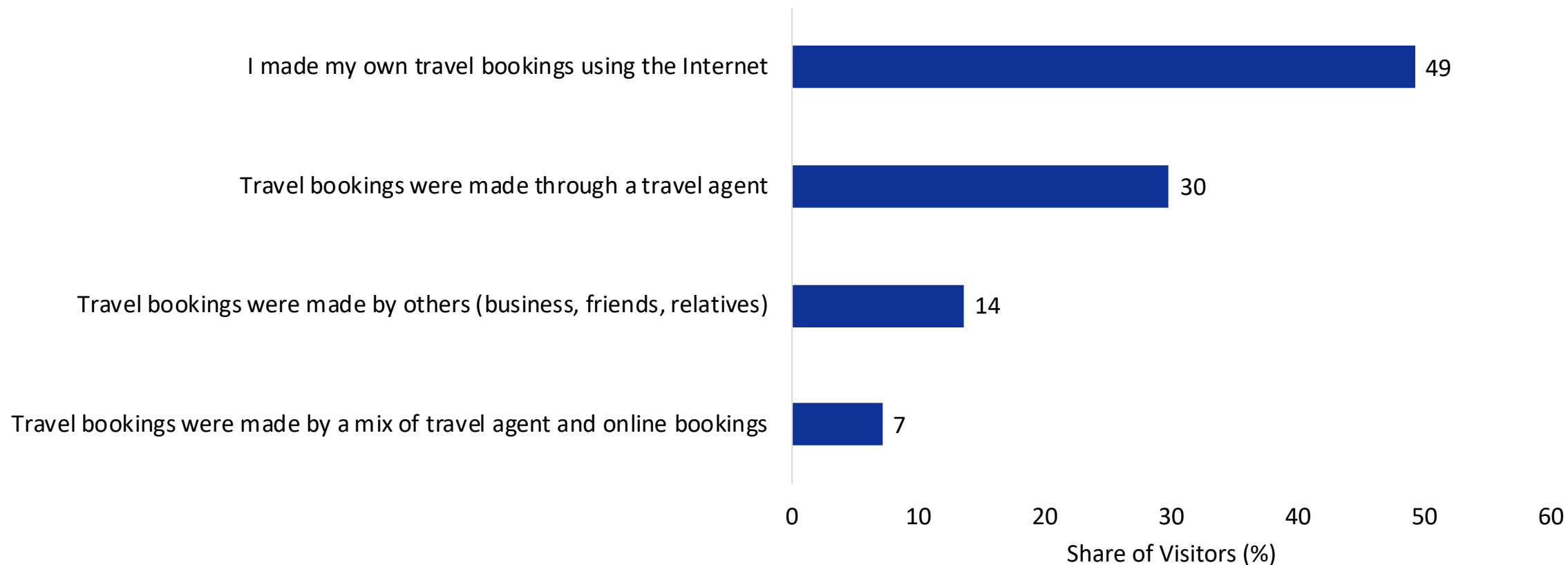


Information Sources Used for Planning

Country breakdown cont.

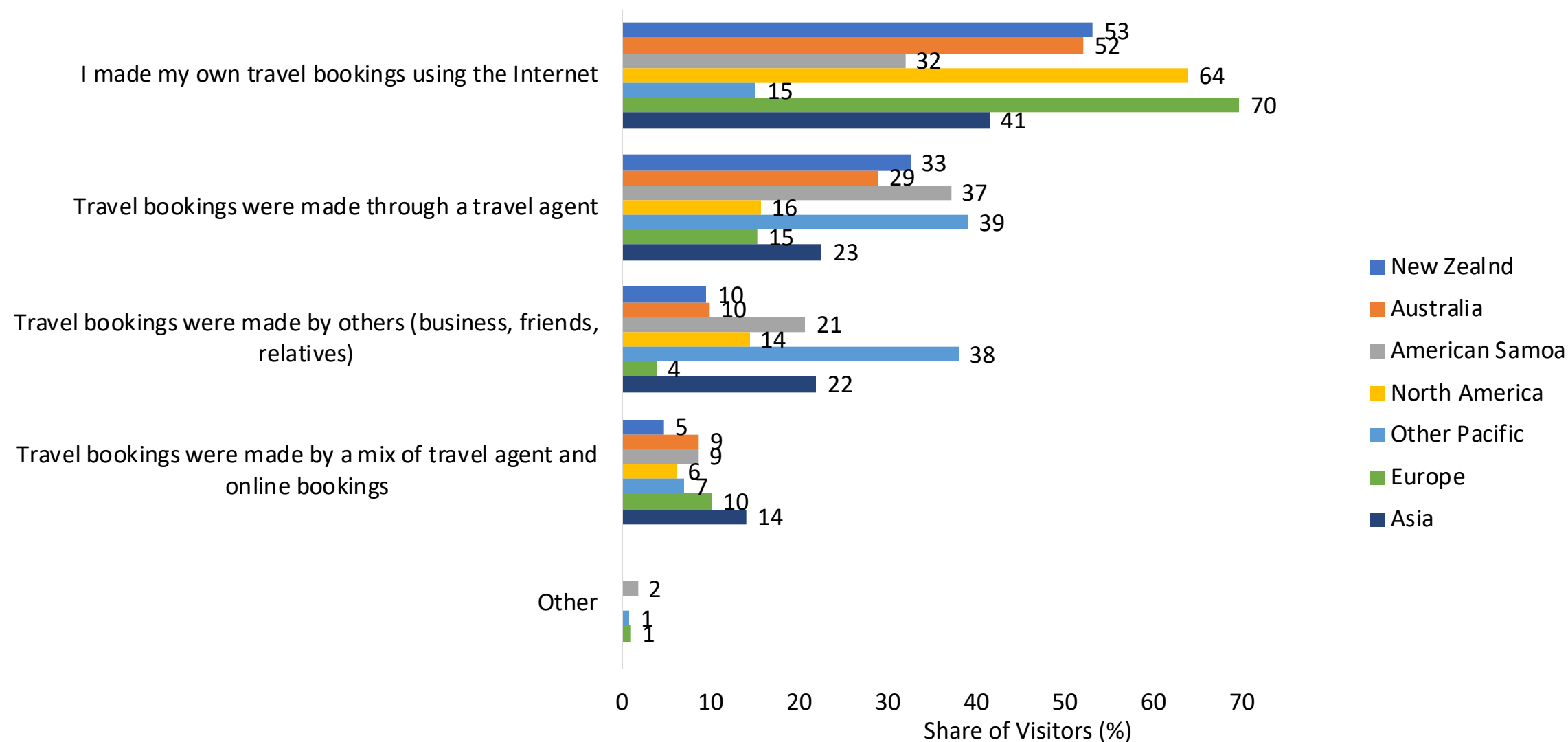


How Did You Purchase Your Travel?



How Did You Purchase Your Travel?

Country breakdown



The image features a decorative header with a blue parallelogram on the left and a red parallelogram on the right, both slanted at the top. The text 'Visitor Expenditure' is centered in the red section.

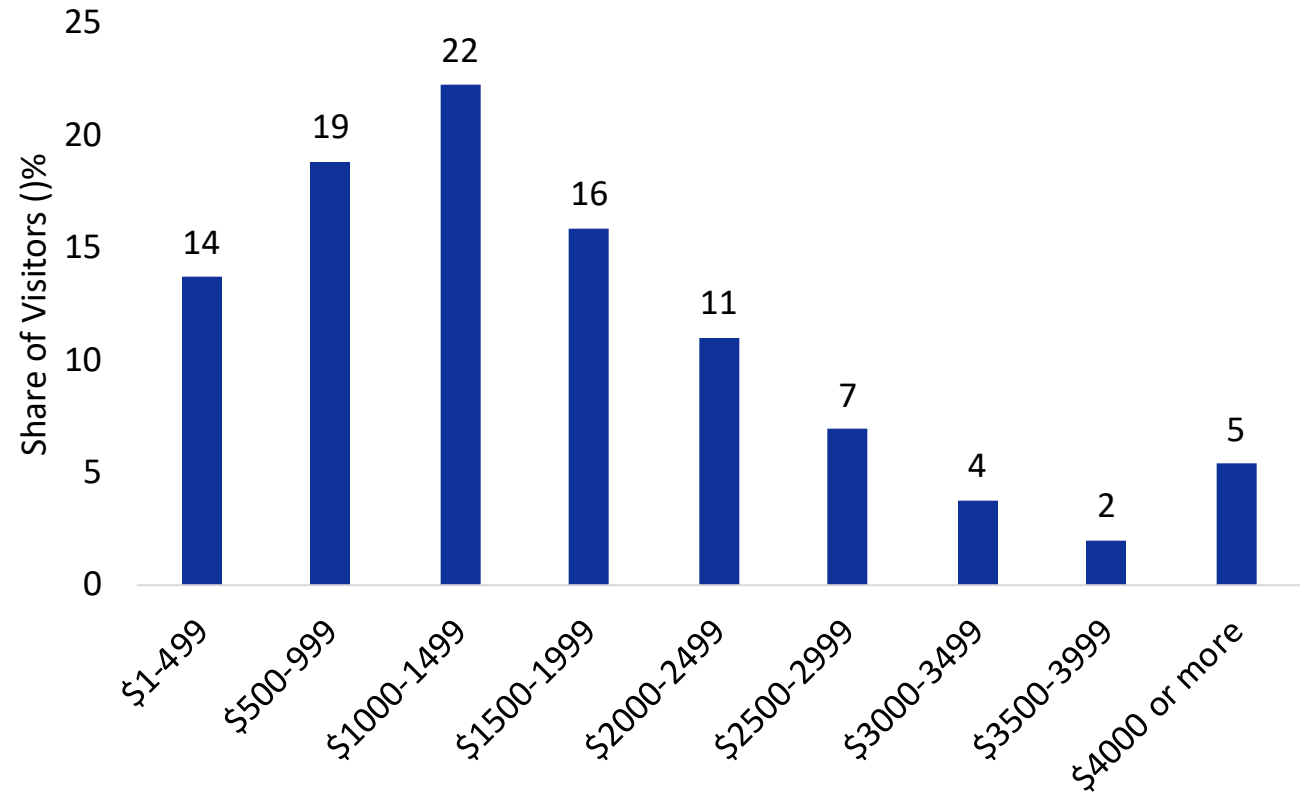
Visitor Expenditure

Prepaid Expenditure

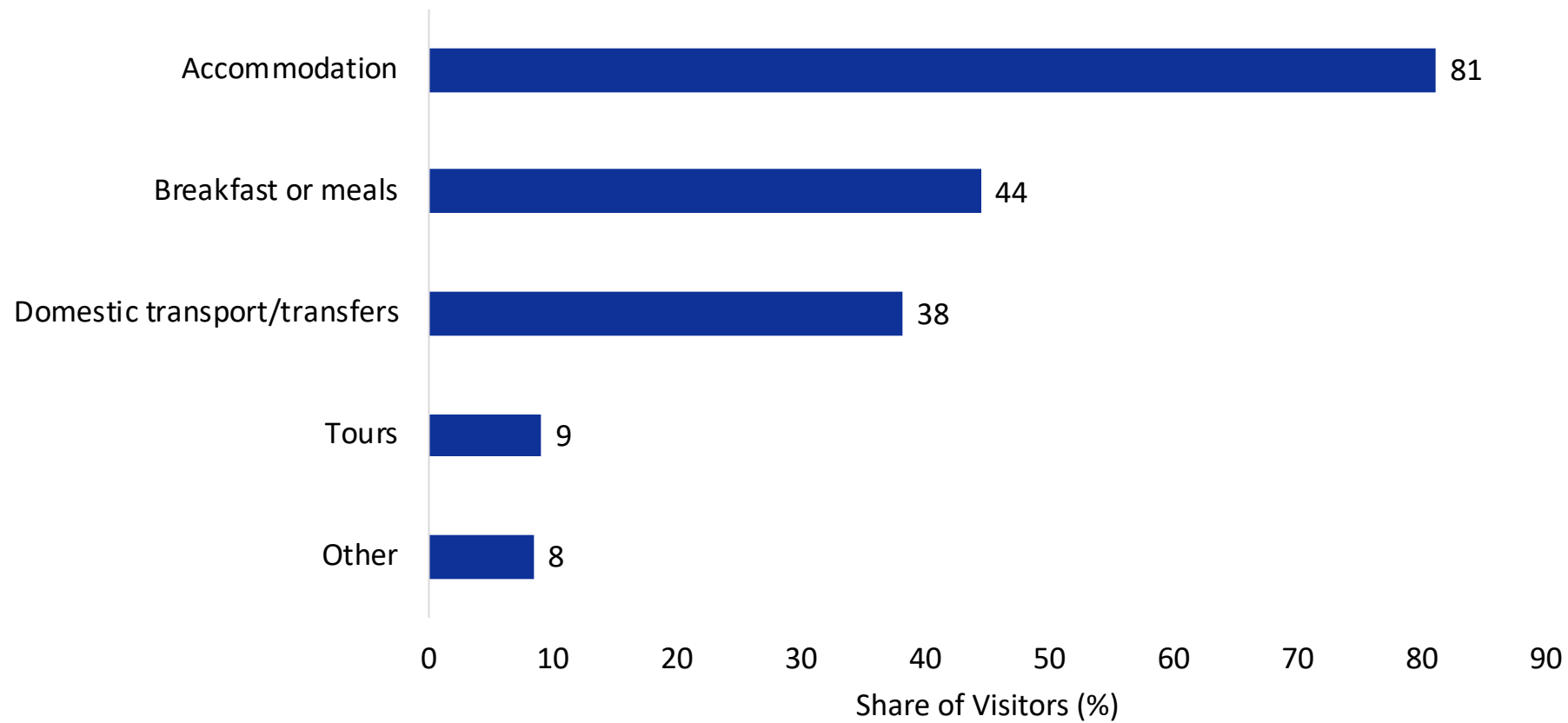
Per person prior to arrival

SAT\$2,587

NZ\$1,466



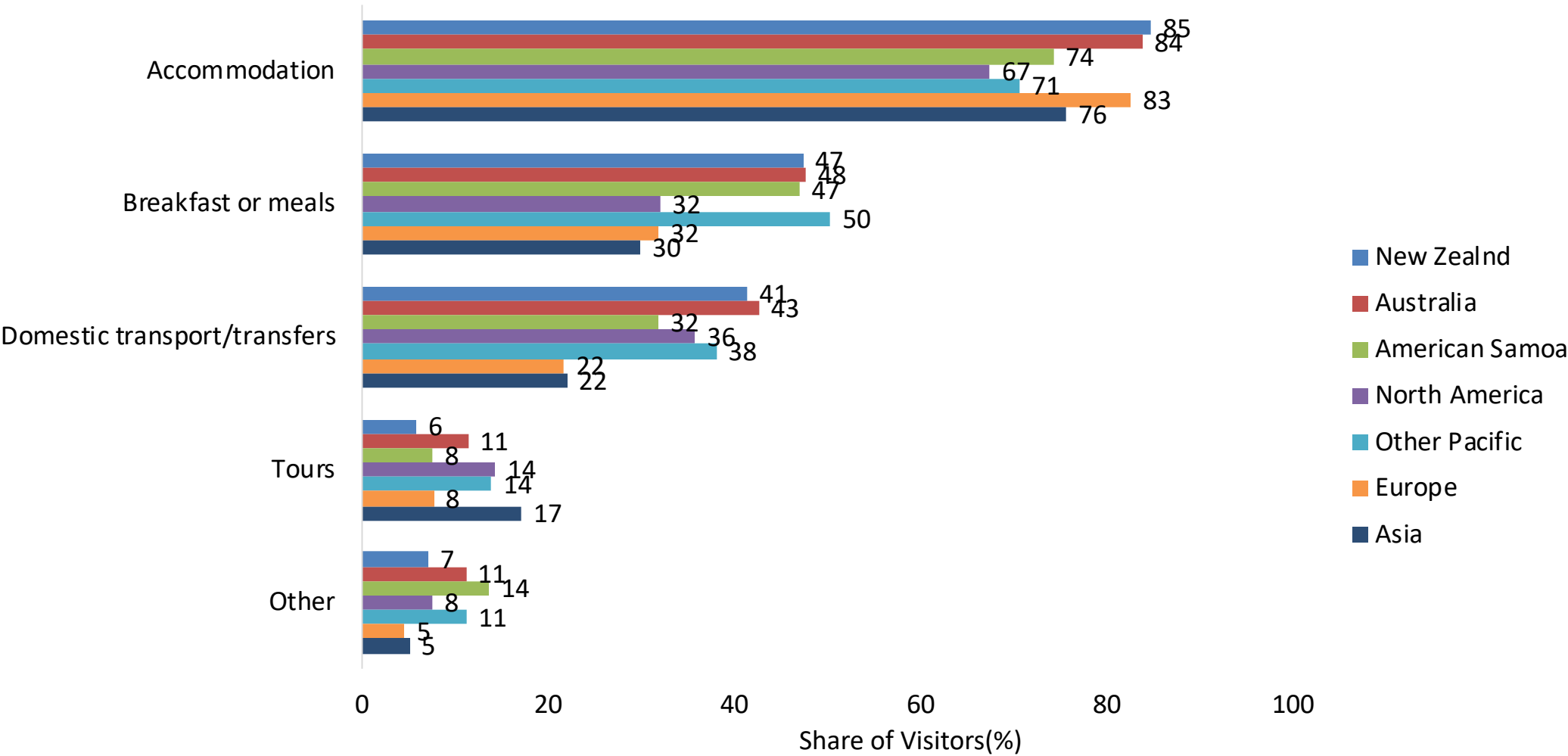
Prepaid Items



Note: Multiple responses, therefore total does not add up to 100%.

Prepaid Items

Country breakdown



Note: Multiple responses, therefore total does not add up to 100%.

In-country Expenditure Per Person Per Day

Expenditure Items	Covering people 16,551	
	Mean (SAT\$)	(% of spend)
Accommodation	46	28
Restaurants cafes & bars	32	20
Vehicle rental	17	10
Shopping	15	9
Groceries	13	8
Donations	12	7
Other	7	4
Tours/activities	7	4
Petrol	6	4
Internet/telecommunication	3	2
Bus/taxi	3	2
Ferry	1	1
Total Expenditure	162	100



Per visitor per day while in Samoa:

SAT\$162/NZ\$92



In-country Expenditure Per Person Per Day (SAT\$)

Market breakdown

Covering people	n=7,704	n=3,751	n=1,705	n=1,234	n=953	n=407	n=692
Markets	New Zealand	Australia	American Samoa	North America	Other Pacific	Europe	Asia
Accommodation	41	44	41	44	54	60	118
Restaurants cafes & bars	33	34	28	25	26	34	48
Vehicle rental	16	20	13	18	11	16	25
Shopping	12	14	24	20	29	13	20
Donations	11	16	12	15	9	1	11
Groceries	11	13	16	20	14	6	23
Tours/activities	7	7	4	5	4	8	12
Other	5	9	4	17	4	3	5
Petrol	5	6	5	6	4	4	8
Internet/telecommunication	2	3	5	4	6	3	6
Bus/taxi	2	2	5	2	5	5	8
Ferry	1	1	2	2	1	2	2
Total in-country spend (SAT\$)	147	171	157	180	166	155	288

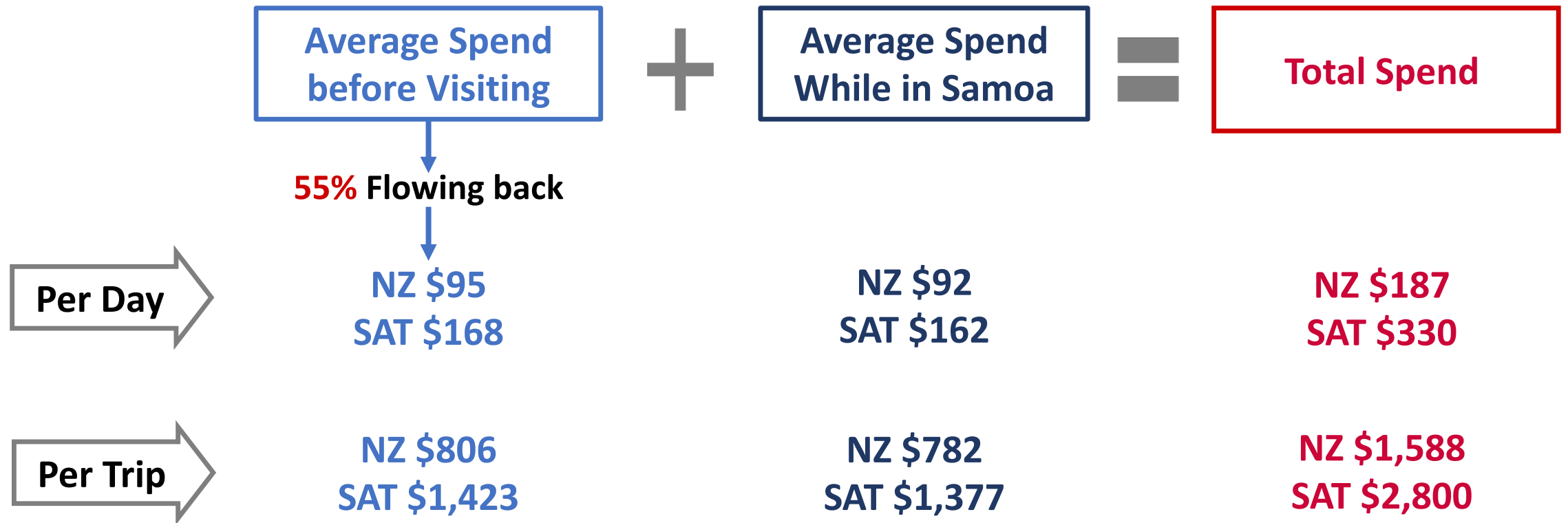
Average Total Expenditure Per Person Per Day (SAT\$)

Market breakdown

Markets	New Zealand	Australia	American Samoa	North America	Other Pacific	Europe	Asia
55% pre-paid expenditure	150	162	169	225	183	165	290
In-country spend	147	171	157	180	166	155	288
Total spend (SAT\$)	297	333	327	405	349	320	578

Contribution to Samoa Economy per Visit

Visitor Expenditure – Per Person & Total



Contribution to Samoa Economy - 2019

**Total Direct
Economic Impact**

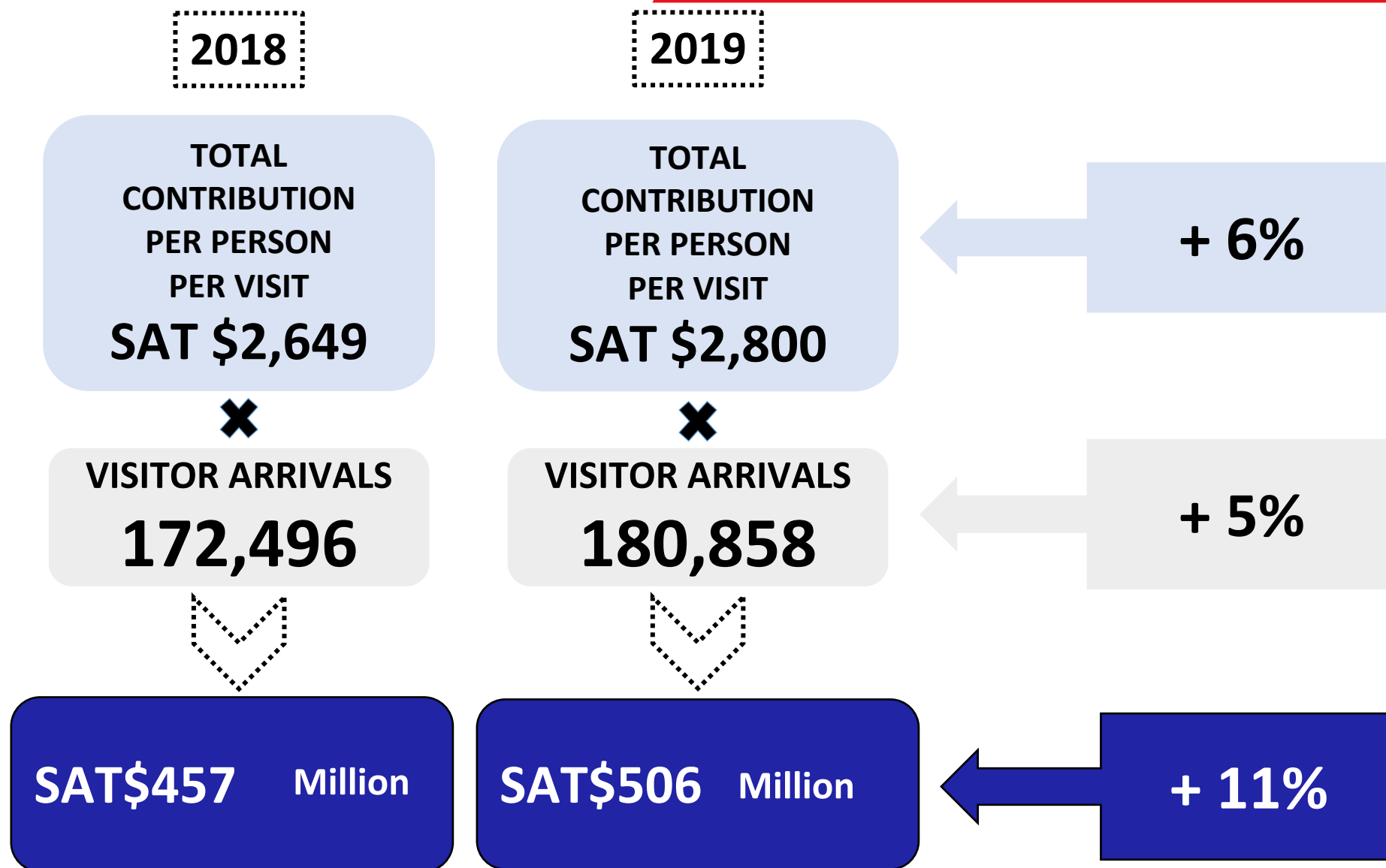
NZ\$1,588/SAT\$2,800
per visitor
180,858 arrivals

NZ\$287/SAT\$506
Million

Samoa Economy



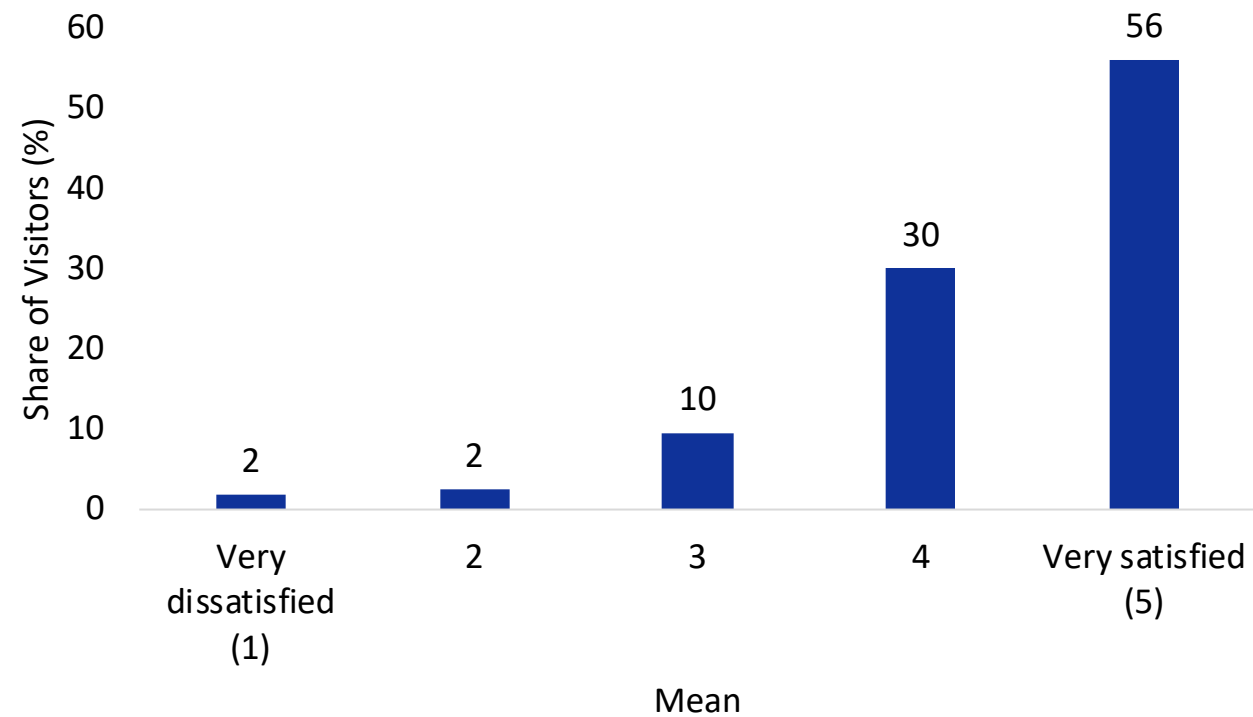
Contribution to Samoa Economy - comparison



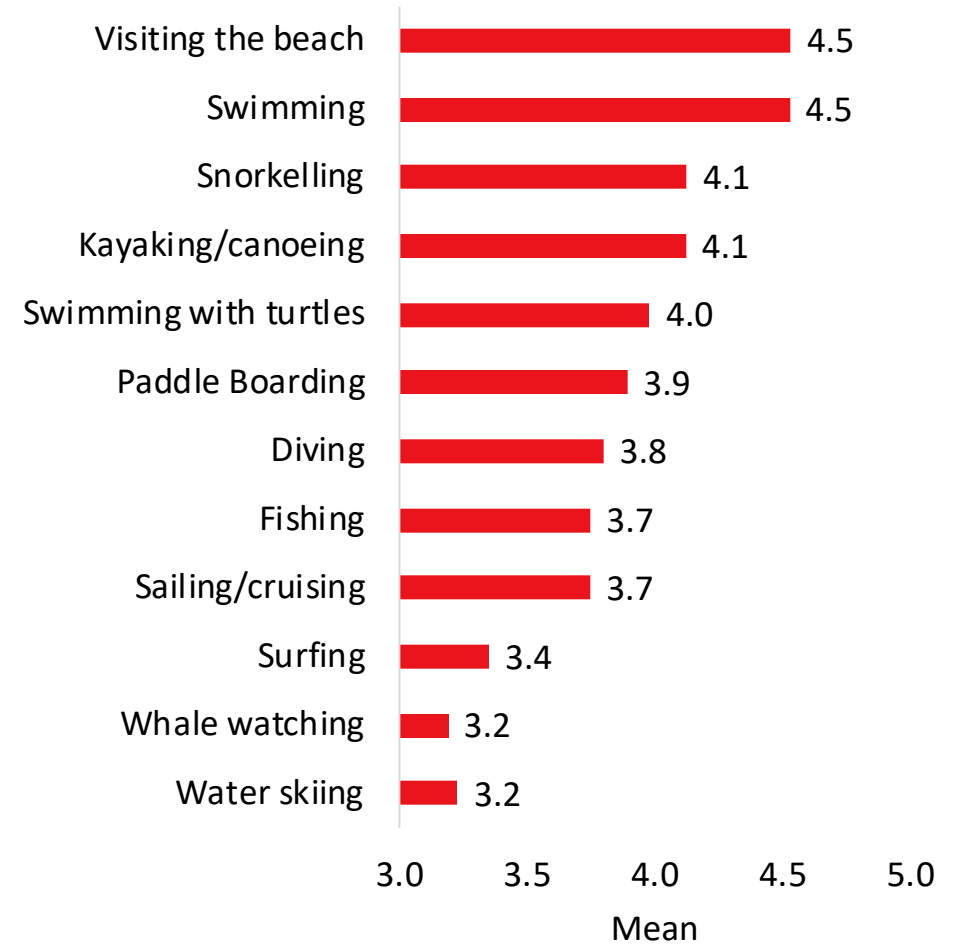
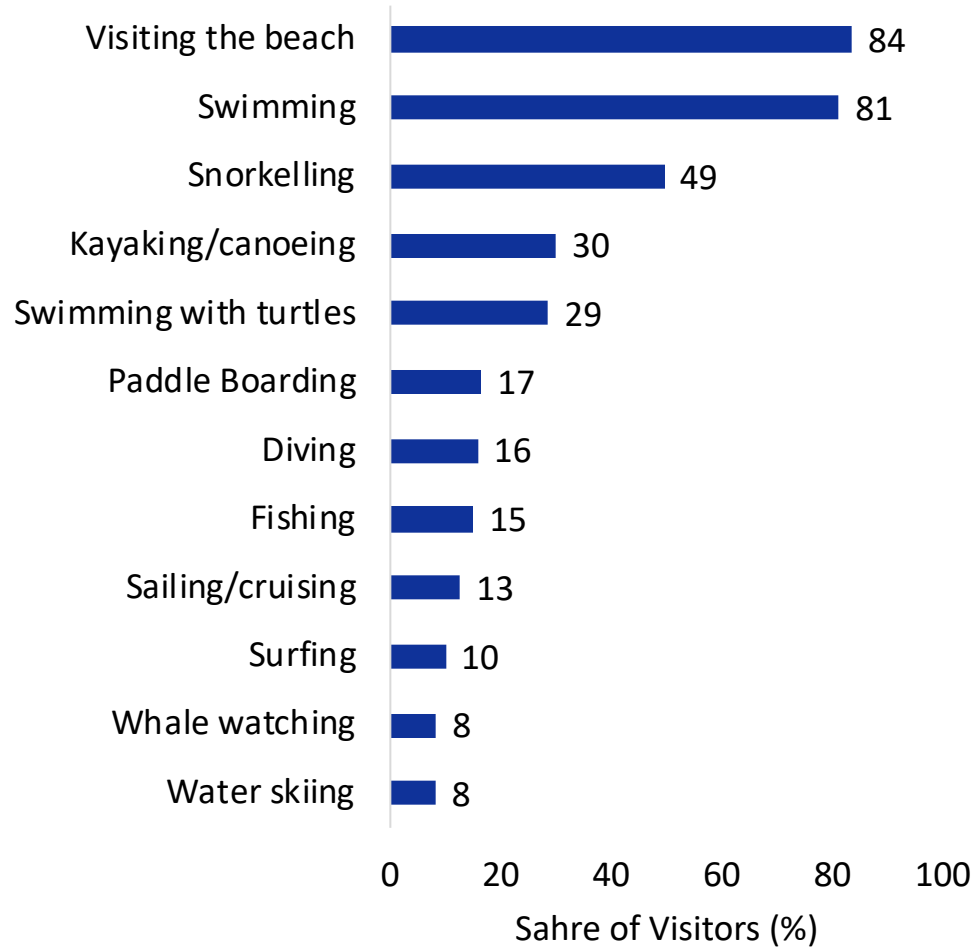


Visitor Satisfaction

Overall Satisfaction

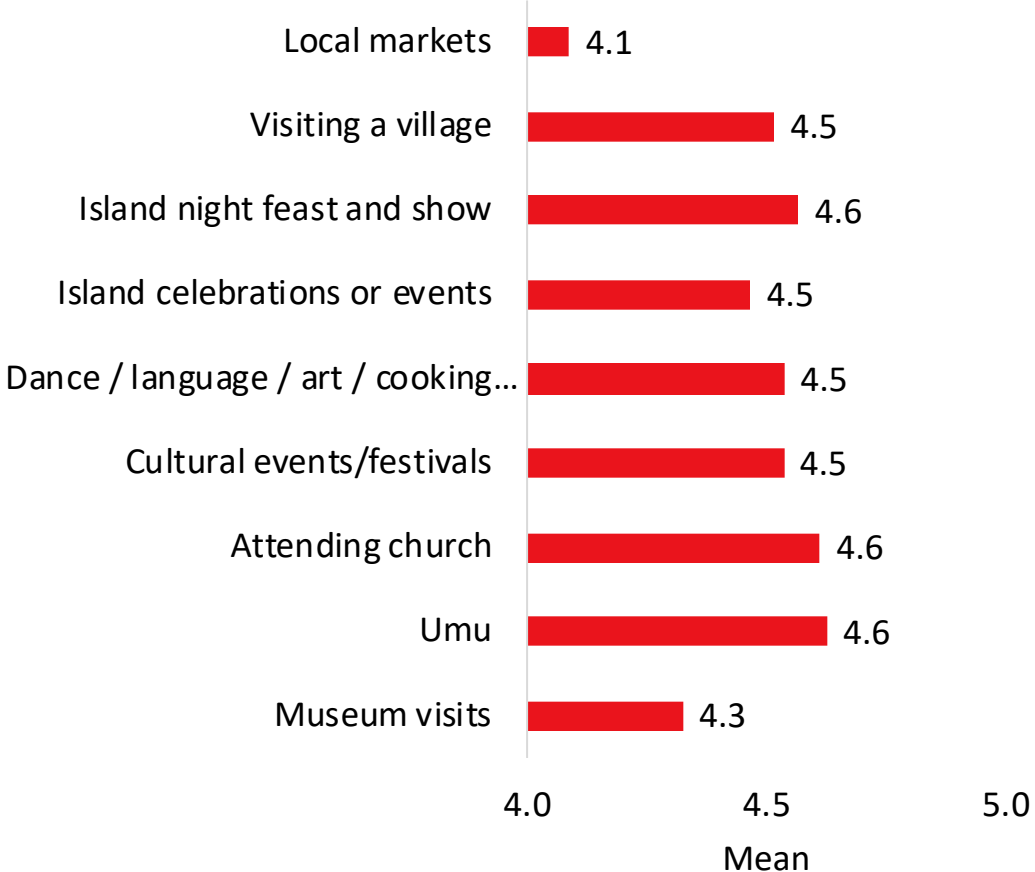


Water Based Activities (Participation and Satisfaction)



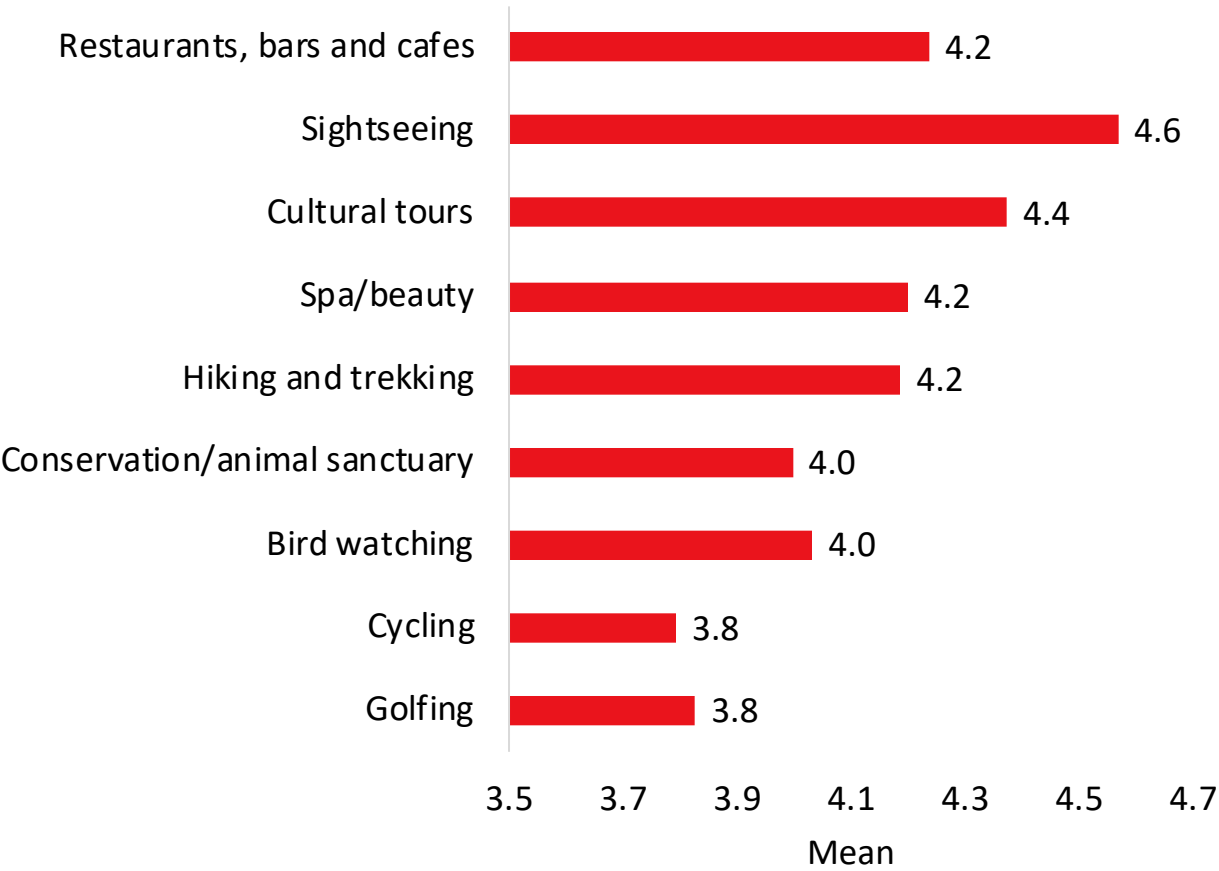
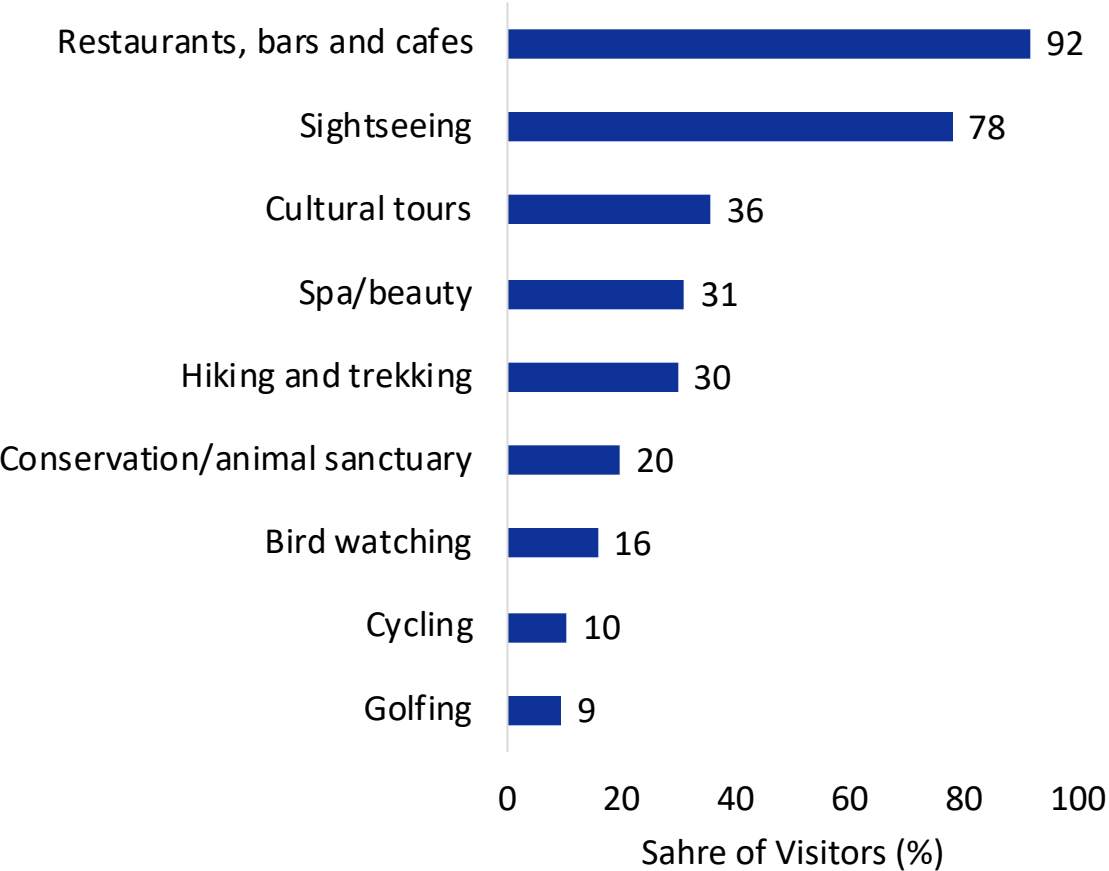
Note: Multiple responses, therefore total does not add up to 100%.

Cultural Interaction Activities (Participation and Satisfaction)



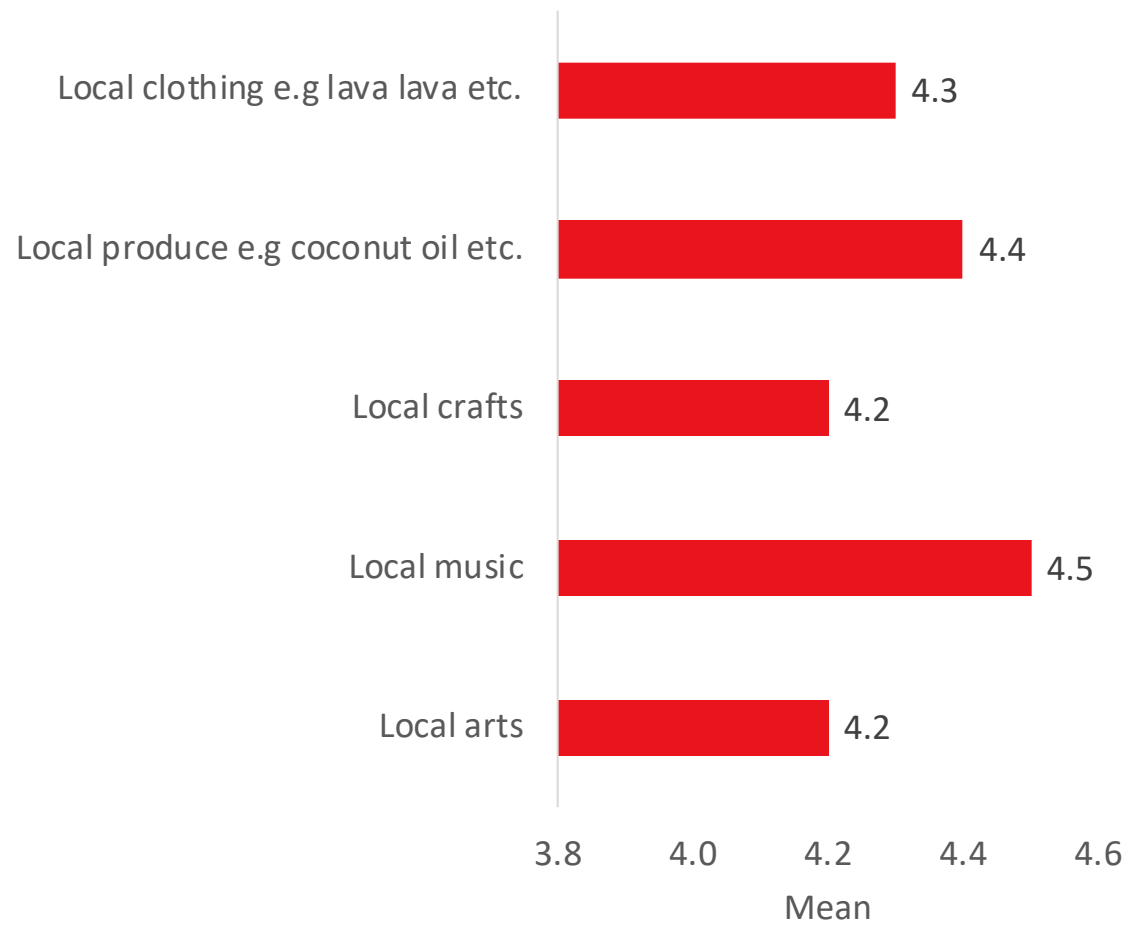
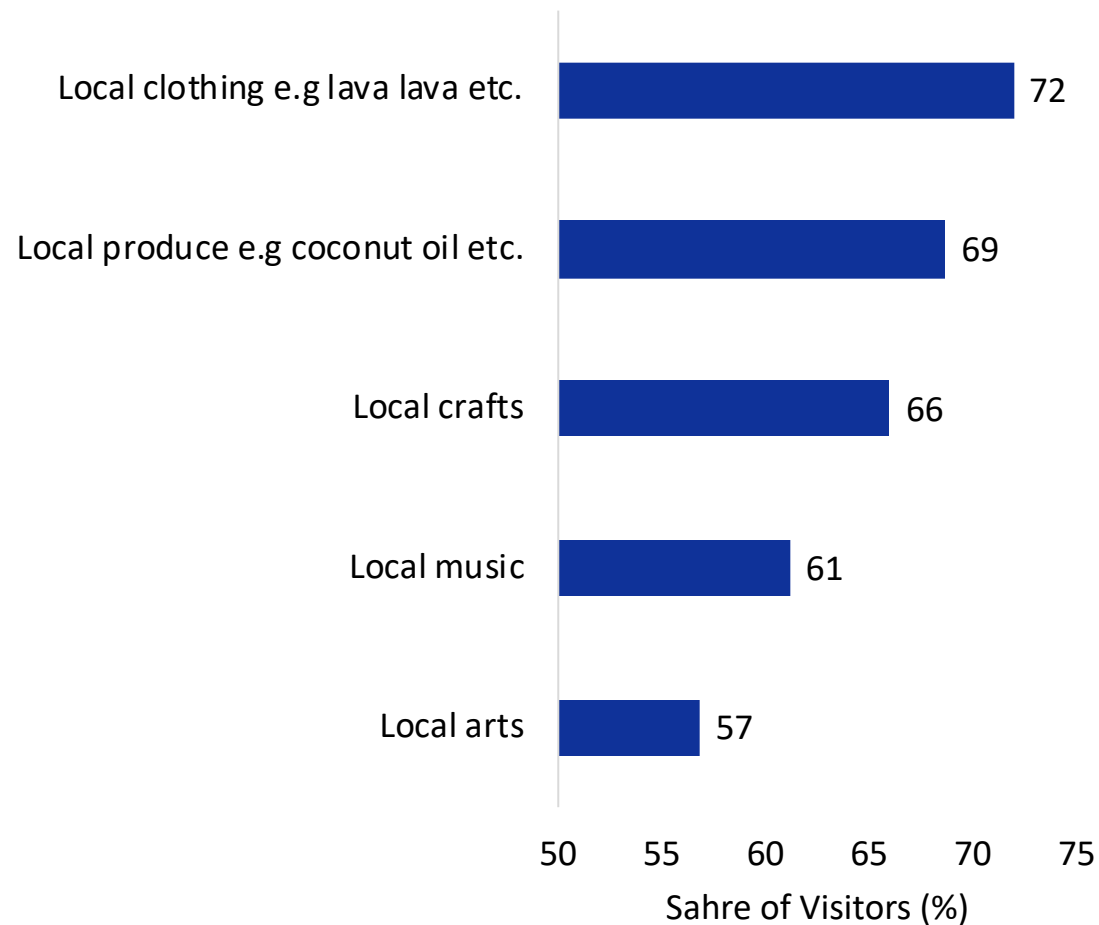
Note: Multiple responses, therefore total does not add up to 100%.

Land Activities and Touring (Participation and Satisfaction)



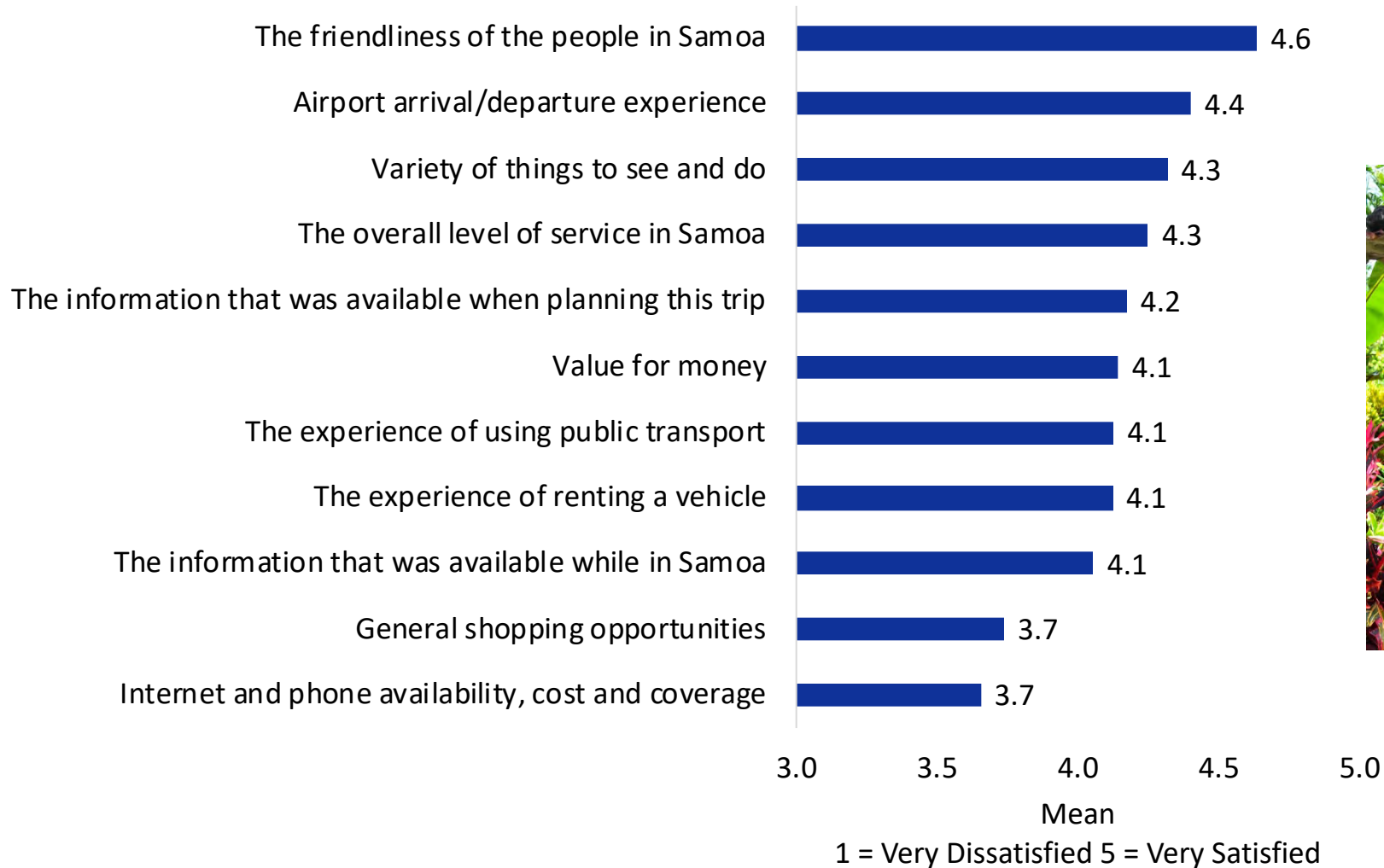
Note: Multiple responses, therefore total does not add up to 100%.

Shopping (Participation and Satisfaction)



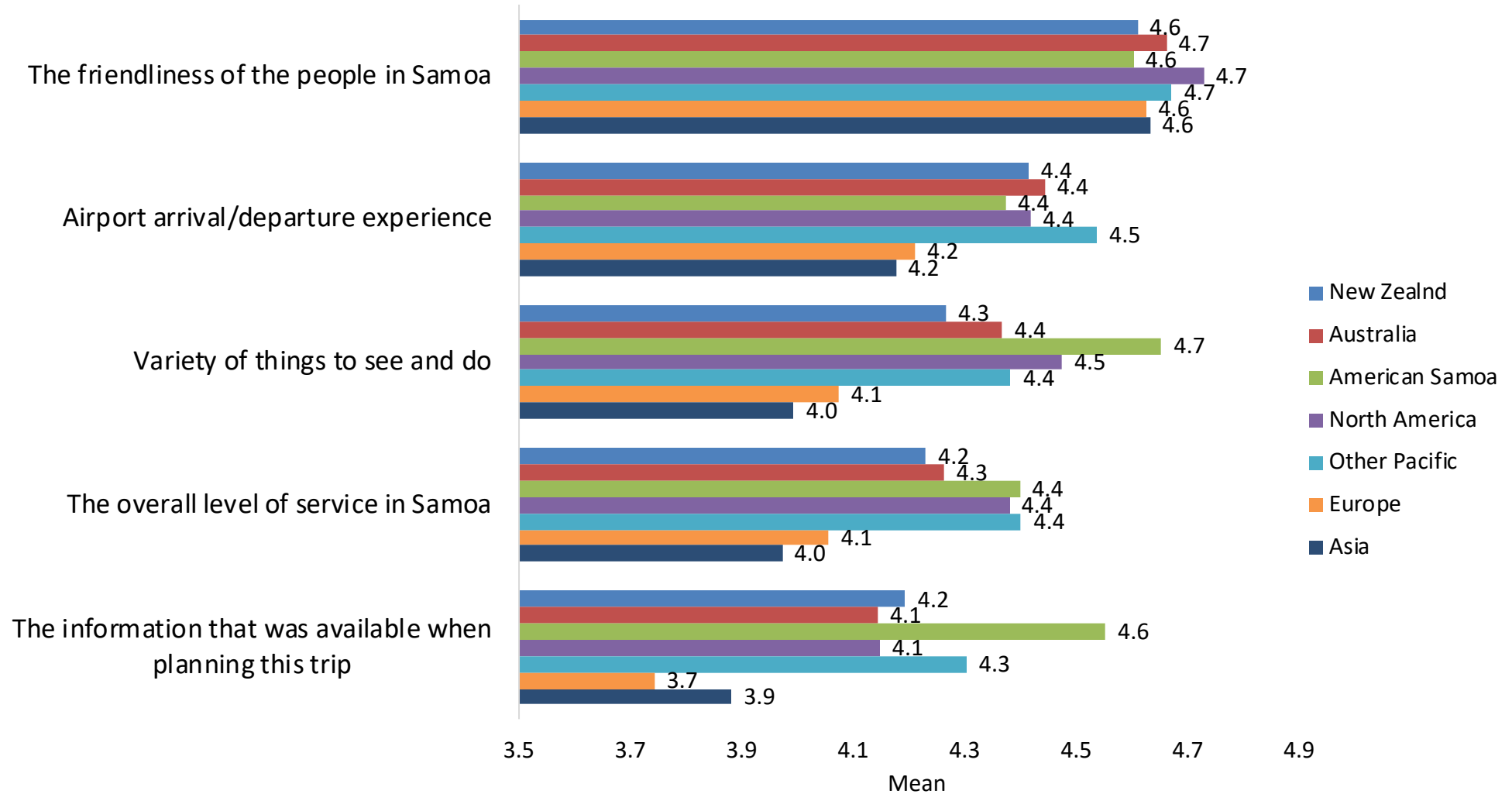
Note: Multiple responses, therefore total does not add up to 100%.

Satisfaction with Samoa



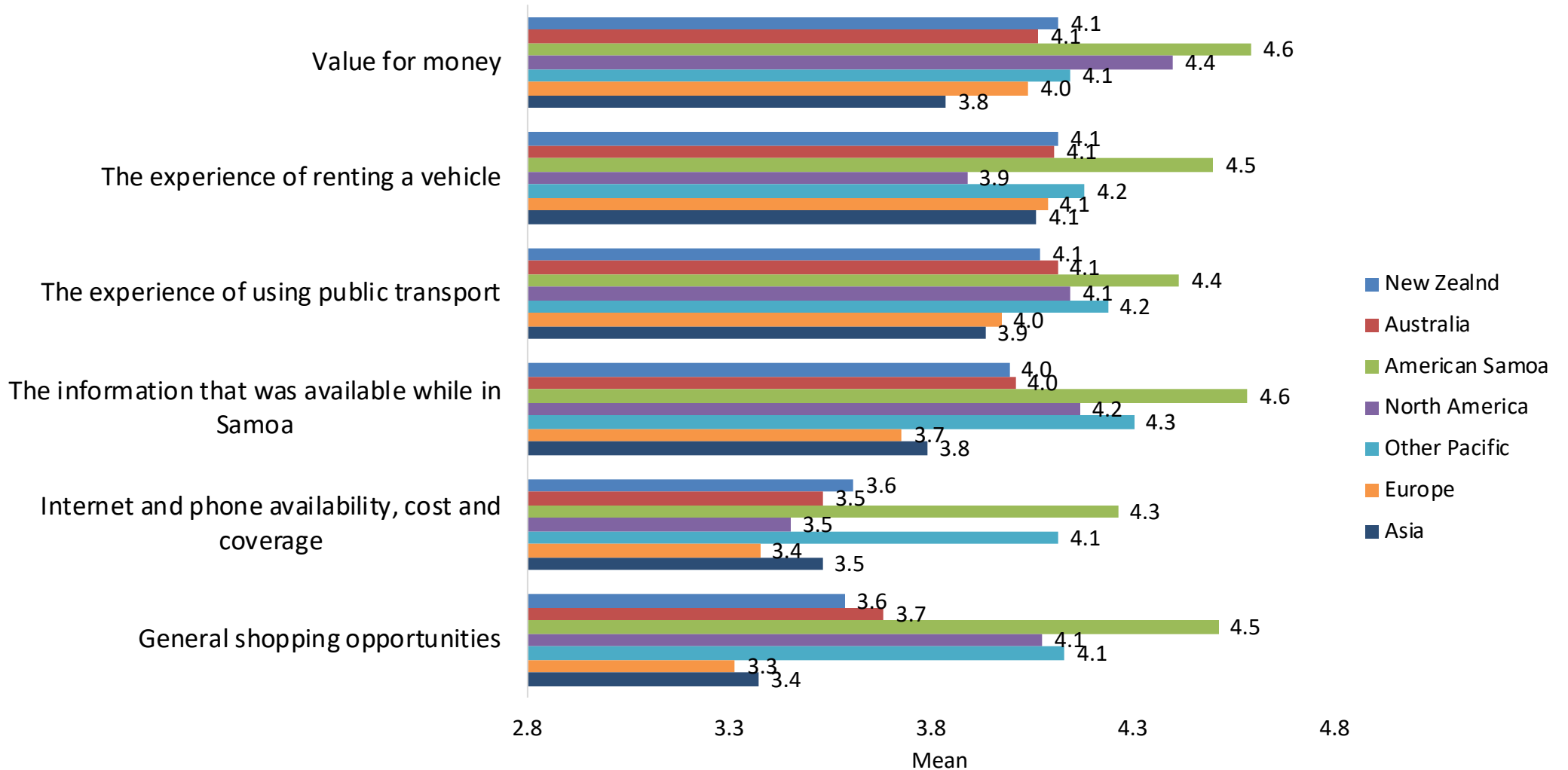
Satisfaction with Samoa

Country breakdown



Satisfaction with Samoa

Country breakdown cont.



Most Appealing Aspects



52% Environment,
cleanliness & weather



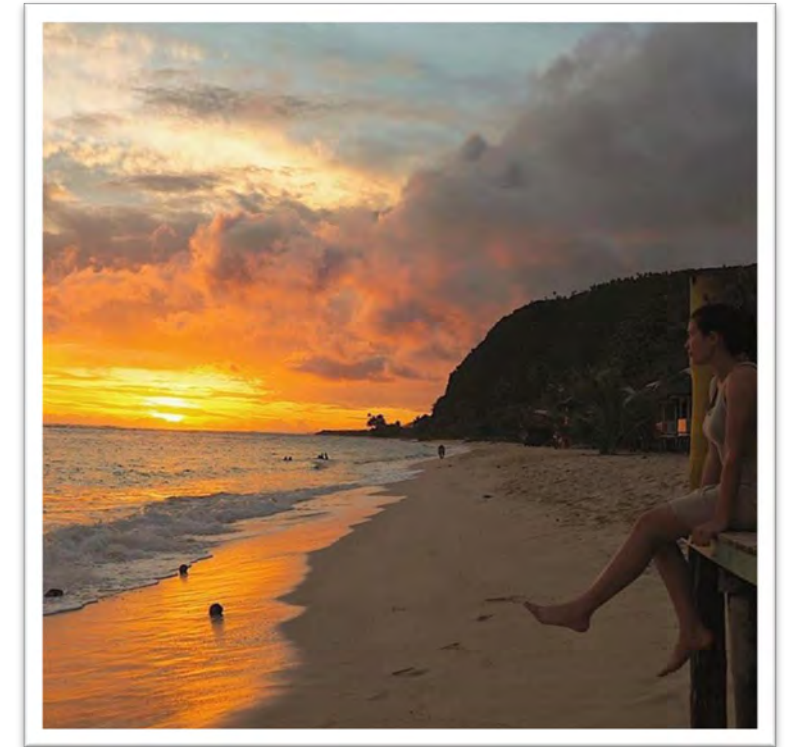
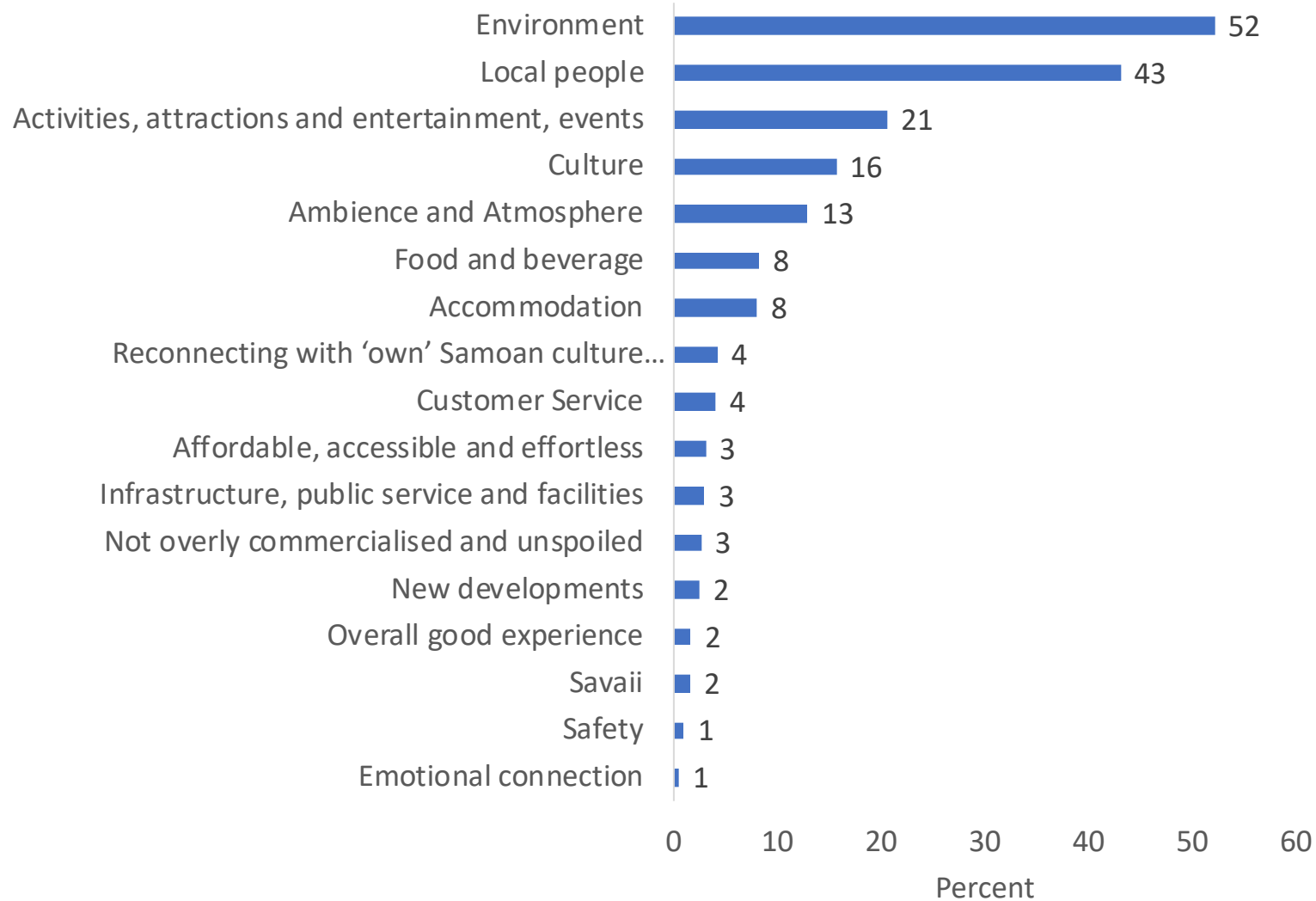
43% Local people



21% Activities, attractions,
entertainment & events



Most Appealing Aspects



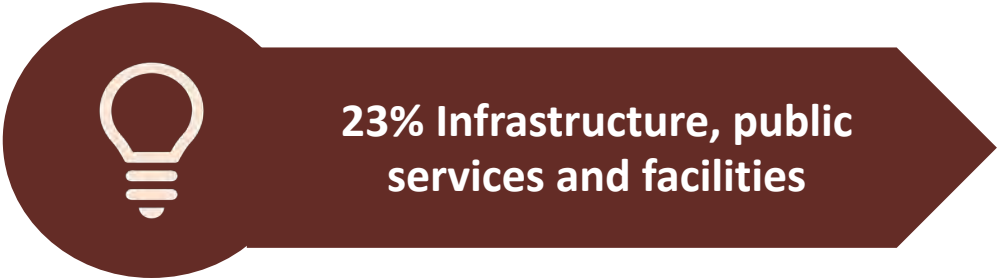
Note: Multiple responses, therefore total does not add up to 100%.
Image from: <https://www.facebook.com/SamoaTourismAuthority/>.


Most Appealing Aspects


Comments:

- “We enjoyed the tranquillity and calmness of the beach (we have two children) and the temperature was a perfect way to recover from the NZ winter.”
- “The fact that culture has such a major influence of people’s daily lives. I also appreciated how clean the villages we drove through were. The Samoan people clearly respect and value the land.”
- “Everything was so beautiful especially because it was during the pacific games. the way the people decorated their villages to welcome the pacific games competitors made me so proud of being back home.”
- “The visit to the Robert Louis Stevenson Museum was truly amazing. The knowledge the guides have, not only about the author but also how he interacted with the local people of Samoa and the legacy he left behind.”
- “Beautiful corals and extremely nice and positive approach on SAVAII island - my best island on the world :) Attractive is everything because is different and because globalisation might not hit Samoa so hard yet and is just different than other places on the world.”

Least Appealing Aspects



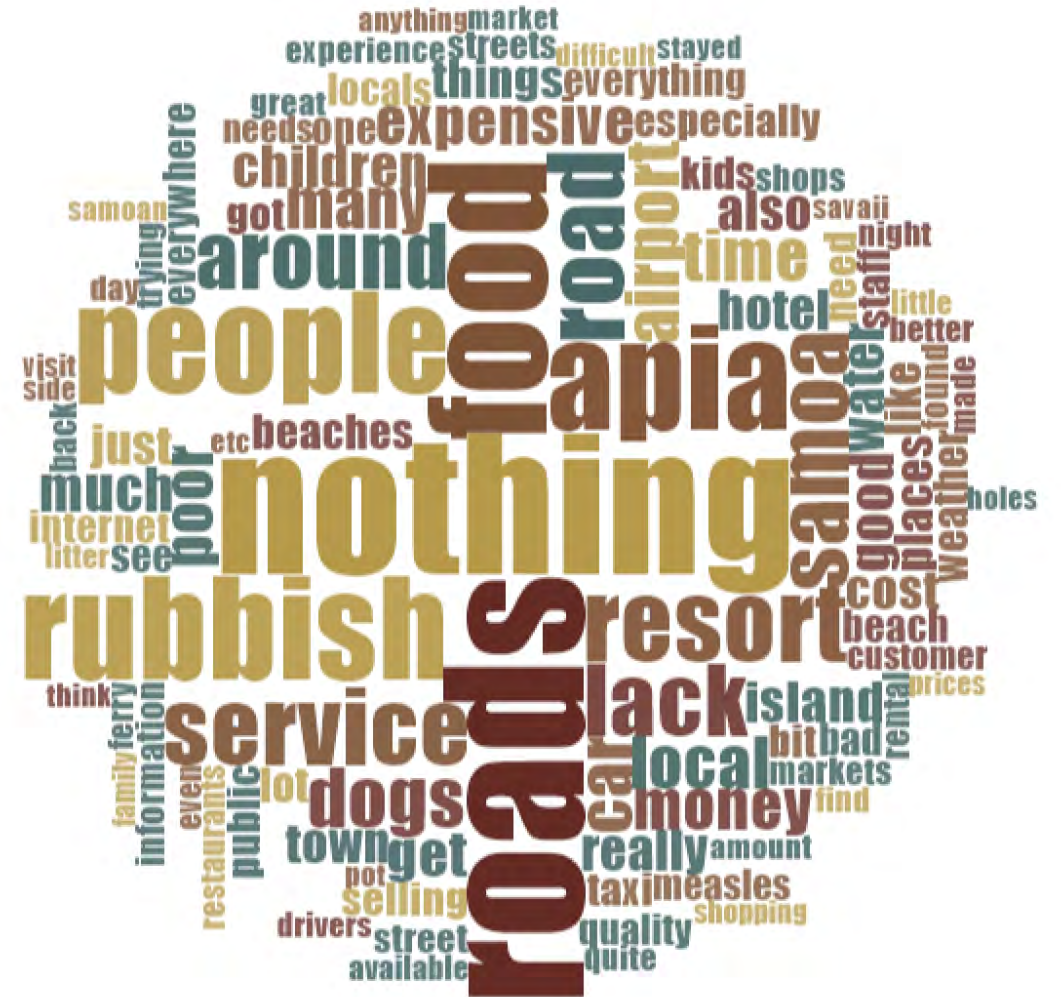
 **23% Infrastructure, public services and facilities**



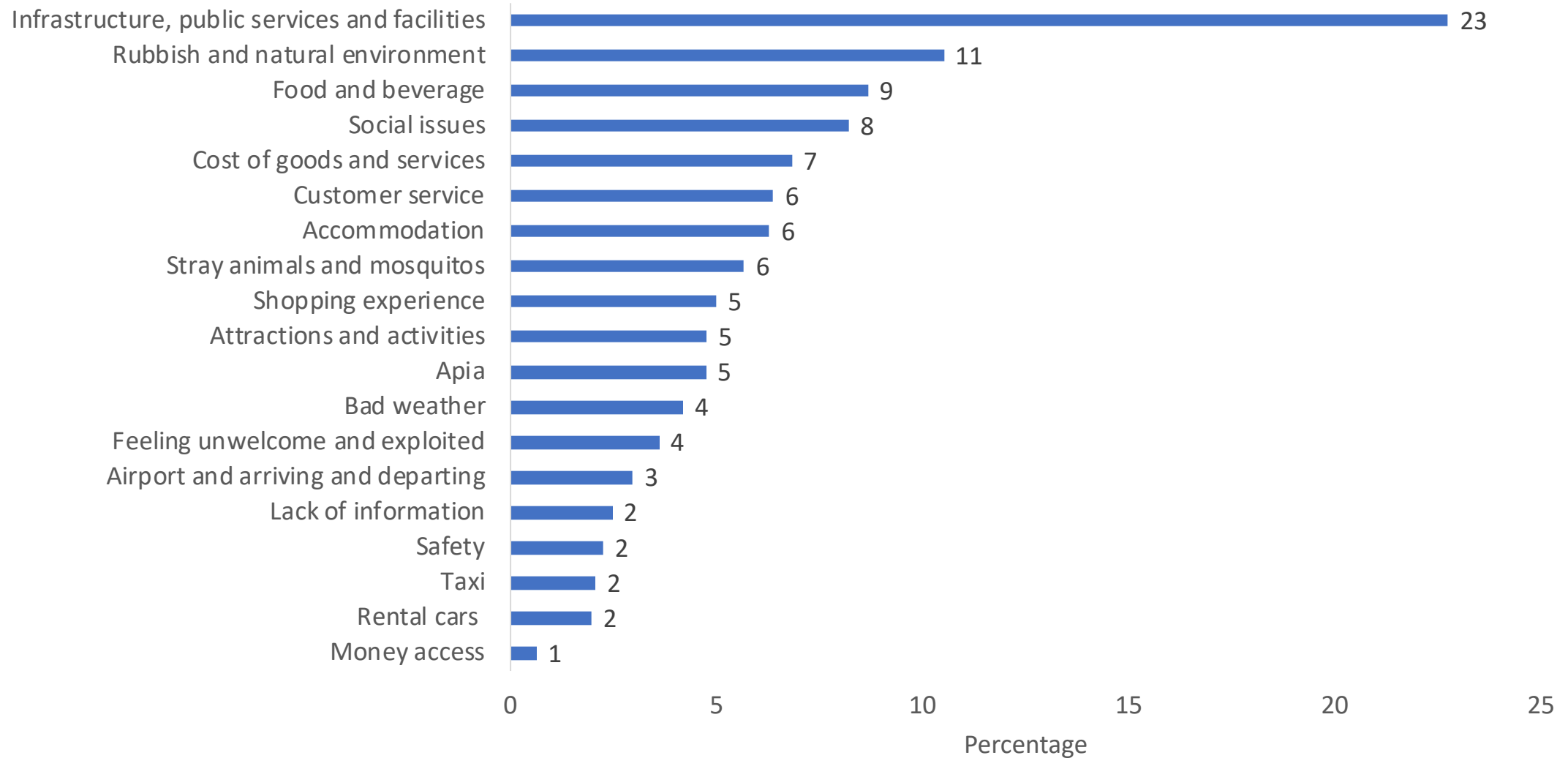
11% Rubbish and natural environment



9% Food and beverage



Least Appealing Aspects



Note: Multiple responses, therefore total does not add up to 100%

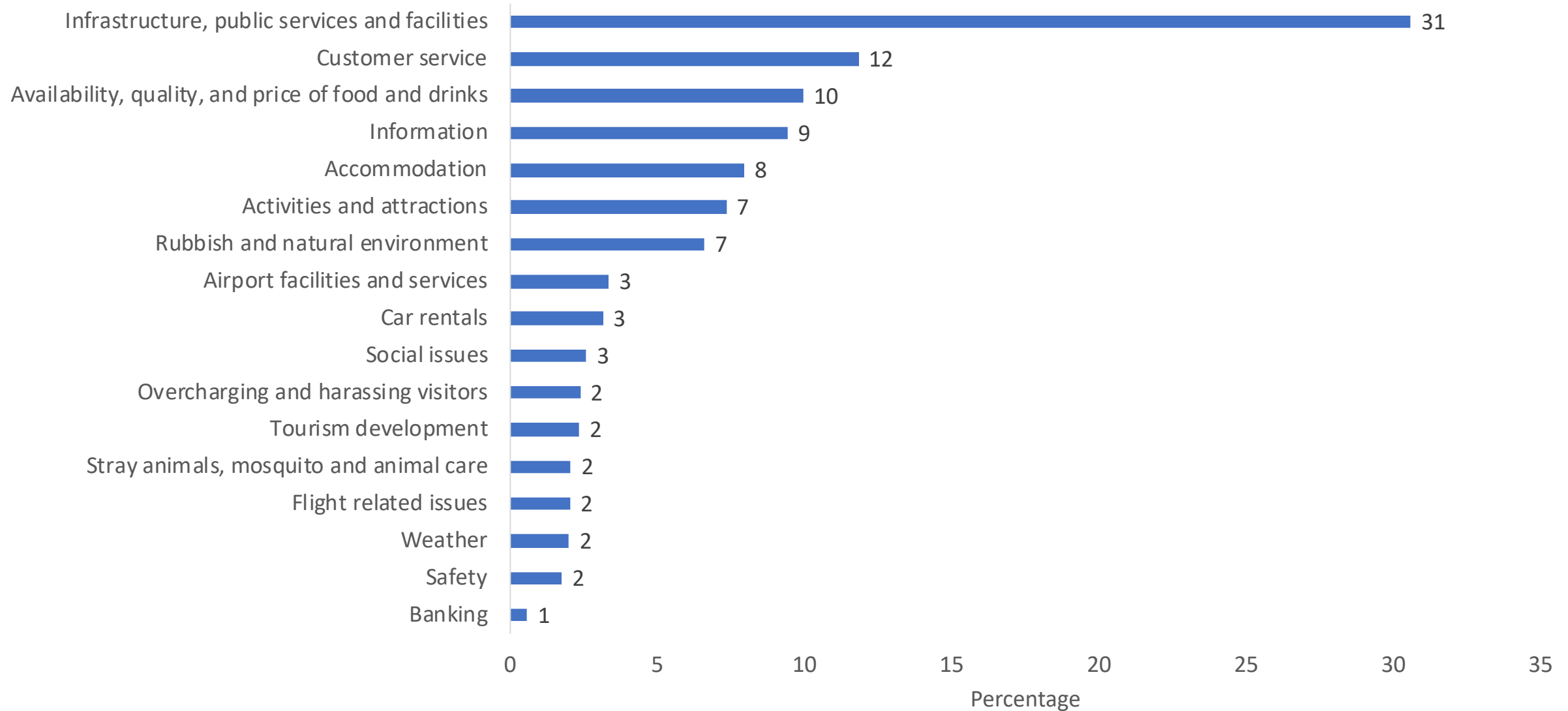
Image from: <https://www.facebook.com/SSTA.Savaii/>.

Least Appealing Aspects

Comments:

- “We hadn't expected the distances between attractions to take so long to travel between due to the state of the road surfaces. We found our average speed to be around 25 to 30 in some areas due to the pot holes.”
- “The one thing that stood out to me was the amount of plastic bottles around the street areas. I can see that the Samoan people are quite proud of their homes and surroundings so am going to assume that the rubbish was most likely from the visiting tourists.”
- “The poverty (which is everywhere in the world) as beautiful as Samoa is I did notice and empathise with the negative side of development seeing the children on the streets selling small trinkets for money but for who's benefit I won't know. “
- “There was rubbish everywhere. We saw locals constantly throwing rubbish out of their cars onto the road/beaches/waterways. Stepped over so much rubbish while swimming. It is such a beautiful place, it was sad seeing it being treated like that. Even up in the mountains viewing waterfalls etc there was rubbish everywhere.”
- “The beauty of beachfront/waterfront should be exploited & planned carefully as proper pedestrian walk with cafes and restaurants, which can be a tourist attraction.”

Suggestions for Improvements



Note: Multiple responses, therefore total does not add up to 100%.

Image from: <https://www.facebook.com/SSTA.Savaii/>.

Suggestions for Improvements

- “It was very difficult for first time visitors to Samoa to find our way around due to there being no street signs, a 30minute drive from the airport to our accommodation took 1hr 45mins as we got completely lost.”
- “It would be great to have cops all over the place mostly next to the club, witnessed a fight in the fish market, when lots of police was outside but not one even notice the fight breaking out in the fish market. Security level is my main concern for everyone.”
- “Suggest a government paid vet to newter some dogs as a means of dog number control and to vaccinate dogs. Dogs should be registered and tagged.”
- “More availability of tourist maps. I found one at the airport as I was leaving. Until then I had not seen one. I would have expected the hotel and the rental car company to offer me a tourist map.”
- “Customer service is shocking. People have their heads up I don't know where. They try and over charge you because they know you are from overseas...Service with a bit of enthusiasm and smile would be nice.”
- “I believe the fales are overpriced for what they are, which makes Samoa seem inaccessible for some people. I believe more organised tours/ island hopping could be advertised.”
- “More easily accessible walks. We tried to do a coastal walk and it was shut on the public holiday for white Sunday, but no one told us this. Happy to pay to do a walk, but a coastal walk through our resort was very expensive, particularly for 5 people.”

Would you return to Samoa ?

Top 4 reasons for NOT returning to Samoa :



91% Yes



9% No *



- 35% Visit other places around the world or already have visited
- 26% Nothing very happy with overall experience
- 13% Cost of goods and services
- 10% Limited attractions, activities and entertainment

Reason not to re-visit Samoa

Comments:

- “Been there and enjoyed the time. Would like to travel the rest of the world.”
- “We have travelled in the pacific and Australia for 25 years, this is the first time we have been somewhere we would NOT go again, and we tell others to choose Fiji or Raro instead for value for money.”
- “Not looked after like the way we are in Fiji. People not friendly & gracious like in Fiji.”
- “Not unless I have too. Unfortunately each time I have travelled to Samoa I have become ill from the water and the way some of the food is prepared.”
- “Seen enough and they need to focus more on tourists and improve their service before they will attract more tourists.”
- “Until Samoa can collect and dispose of its plastic waste, I don't want to visit or support Samoa.”

Would you recommend Samoa?



95% Yes



5% No *



Top 4 reasons for NOT recommending Samoa :

- 23% Expensive
- 15% Lack of facilities
- 12% Limited attractions, activities and entertainment
- 12% Low customer service

Reason not to Recommend Samoa

Comments:

- “More expensive than say - Fiji or Rarotonga where you would most definitely get better value for money; more to do in those countries. Samoa needs to have more activities in place for tourists. Perhaps, we should have night markets, where there is food, music, goods to sell etc. It was completely boring - as a tourist, I would want there to be more going on.”
- “I would only recommend it, if people did not expect a Fiji type of holiday, if they are prepared to travel to a country that is in its infancy of tourism and 3rd world. To expect confusion because of the language barrier, then yes, I would recommend.”
- “Would recommend if you just want a week by the pool/beach, but not as easy to get around as Rarotonga, and limited options for eating compared with Rarotonga or Asian destinations.”
- “Only will recommend if the public amenities in the town areas and site seeing spots and infrastructure including roads and footpaths are improved drastically.”
- “Samoa needs to have more activities in place for tourists. Perhaps, we should have night markets, where there is food, music, goods to sell etc. It was completely boring - as a tourist, I would want there to be more going on.”



Thank You!

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